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CONTACT:

Merilee Kern, Kern Communications, 858-577-0206, merilee@kerncommunications.com

Art of Possibility Studios and Westminster Fibers Collaborate to Bring Blind Painter George Mendoza's Acclaimed Artwork to Fabrics

Pioneering art brand continues to liberate disabled artists from financial dependency by licensing their work to cause-oriented manufacturers with a broad marketplace reach

SANTA CLARA, CA, June 23, 2009 – Ground-breaking Art of Possibility® Studios (www.AOPStudios.com), the only art brand exclusively representing physically disabled artists in a for-profit model, today announced it has finalized a licensing deal with Westminster Fibers, Inc. (www.westminsterfabrics.com, www.freespiritfabric.com), a premium wholesale provider of creative, original fabric designs.

Under the agreement, Westminster Fibers will develop a new fabric collection under their FreeSpirit fabric brand featuring the acclaimed, vibrantly colored artwork by award-winning blind painter George Mendoza, who has twice been featured in PBS documentaries: The George Mendoza Story, narrated by Robert Duvall (1989) and Vision of the Soul — The George Mendoza Story (2006).

The new 100% cotton fabric collection, which will debut in October 2009 at the International Quilt Market Show in Houston, Texas, will feature various paintings from George's larger body of work, which has touched millions of lives through a rigorous career filled with gallery shows, personal appearances and media coverage.

"This magnificent fabric collection is sure to inspire retailers, clothing, furniture and bedding manufacturers, as well as home quilters and other designers worldwide who, through their own imagination and creativity with the fabrics, will find themselves crafting products with far more meaning," said Joyce Robertson, General Manager, Westminster Fibers Lifestyle Fabrics. "We anticipate much interest in this line across multiple trade-based retailers, and look forward to debuting the fabric, with its amazing story of personal achievement, amid the indelibly receptive and supportive retail and sewing community later this year."

"George's richly colored paintings embody optimism and his expression of the boundless spirit of man's imagination, with each work a triumph of art beyond limitation," notes Ketra Oberlander, founder of Art of Possibility Studios – herself a blind artist whose award-winning paintings are also represented by the company. "It's incredibly rewarding to license George's fine art into practical applications, such as this fabric collection, which will touch and adorn so many lives around the world."

"It's heartening to work with manufacturers such as Westminster Fibers who validate my belief that good deeds are good business," continues Oberlander. "While George Mendoza's fabrics will be visually stunning and worthy of much admiration, I also hope retailers - and even the end consumers - also take a moment to realize the magnitude of purchasing Art of Possibility Studios' licensed imagery – giving disabled artists the dignity of earning a living through their creative output rather than dependence on charity and disability benefits, or stymied by logistical limitations, in our quest for self-sufficiency."

About Art of Possibility, LLC

Art of Possibility Studios is the only for-profit art publishing and licensing brand exclusively representing physically disabled artists whose work represents hope, opportunity and transcendence over adversity. Founded by award-winning blind painter Ketra Oberlander, the company locates and develops art and artists who seek to share their work and experiences with others to uplift, encourage and inspire, while also earning an income. Via licensing agreements, Art of Possibility Studios' beautiful hand painted imagery is featured on luxury giftware produced by socially conscious manufacturers committed to cause oriented retail product lines. Consumers, interested business affiliates and disabled artists seeking representation may contact Art of Possibility Studios through its Web site located at www.AOPStudios.com.

About Westminster Fibers, Inc.

Westminster Fibers Lifestyle Fabrics is one of the leading converters of high quality 100% cotton, flannel, fleece, poplin, canvas, home decorating, and quilting fabrics and well-known in the textile industry for their creative and unique fabric designs under their Rowan and FreeSpirit brands. Talented trendsetting artists include Kaffe Fassett, Amy Butler, Anna Maria Horner, Valori Wells, and Donna Dewberry just to name a few. Westminster supplies independent retail stores with some of the finest fabrics in the market to inspire sewing creativity and speaks to a new generation of sewing enthusiasts.

Note to Editors: High-resolution fabric images available for download here:
<http://www.kerncomm.com/MendozaFabrics.zip>. Press Contact: Merilee Kern, Kern Communications, 858-577-0206,
merilee@kerncommunications.com.

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