

Blind Painter George Mendoza's Artwork Transformed to Fabrics

SANTA CLARA, CA - 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.freecspiritfabric.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

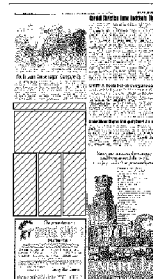
George's larger body of work, which has touched millions of lives through a rigorous career filled with gallery shows, personal appearances and media coverage.

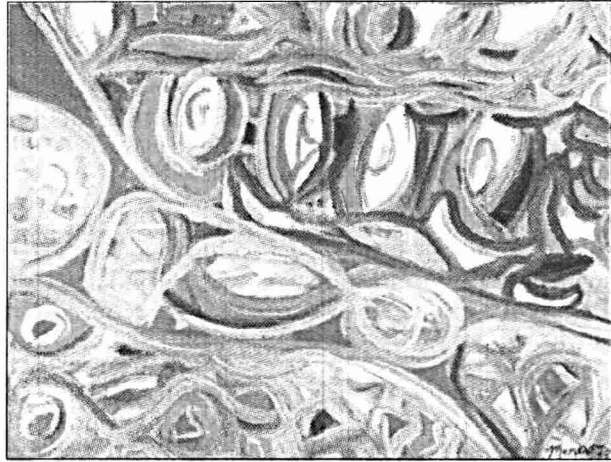
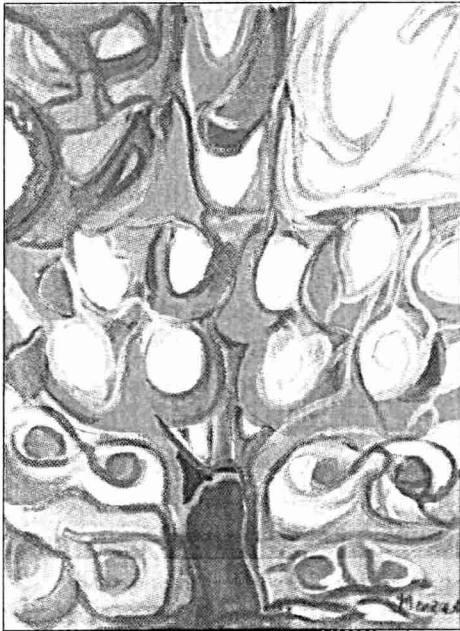
"This magnificent fabric collection is sure to inspire retailers, clothing, furniture and bedding manufacturers, as well as home quilters and other designers worldwide who, through their own imagination and creativity with the fabrics, will find themselves crafting products with far more meaning," said 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 limita-

tion," 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."





BLIND PAINTER'S ART - On the left is the original artwork painted by award-winning blind painter George Mendoza. Above is the fabric designed from his work.