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## FOR IMMEDIATE RELEASE

### Rev-A-Shelf® and InnovaShelf™ Announce Strategic Partnership to Drive Innovation and Growth

**Louisville, KY – Rev-A-Shelf® LLC** a leader in kitchen storage and organization and InnovaShelf™, a renowned hardware manufacturer, are excited to announce a strategic partnership. Rev-A-Shelf® will become the exclusive worldwide distributor of the InnovaShelf™ brand. This collaboration brings together two innovative organizations that will leverage their combined expertise and resources to deliver unparalleled value to their customers.

#### Key Highlights of the Partnership:

- **Innovation and Technology:** By combining InnovaShelf's patented designs and manufacturing strengths with Rev-A-Shelf's strong position in the kitchen cabinet fabrication industry, the partnership aims to continue to innovate and service the industry in the way our mutual customers expect.
- **Enhanced Customer Experience:** The collaboration will enable both companies to offer enhanced products and services, ensuring superior customer experience and meeting the evolving needs of the market.
- **Market Expansion:** With a shared vision of growth, the partnership will facilitate market expansion and open new opportunities for both companies in Distribution, Kitchen Cabinet Manufacturers, Brick and Mortar retailers, and online e-tailers.

#### Executive Quotes:

"We are thrilled to partner with InnovaShelf™ and excited to see what our two companies can do together. Rev-A-Shelf® has always prided itself on working and collaborating with the best organizations in the industry and is very excited to see what we can innovate together," said Steve Jones, GM/VP of Consumer Sales of Rev-A-Shelf®. "Two companies that are passionate about what they do is a recipe for success."

"InnovaShelf™ is honored to partner with a global leader like Rev-A-Shelf®. We have built our reputation on exceeding customer expectations, providing innovative solutions, and ensuring ease of installation. We believe these values align with Rev-A-Shelf's commitment to excellence. Laban and I feel we are working with the right company to help InnovaShelf™ expand to better take care of our Distributors, OEM Accounts, and growing Customer base. We are excited to move forward with this partnership and look forward to a successful collaboration." said co-owners/inventors Delbert Kemp and Laban Graber of InnovaShelf™.

#### About Rev-A-Shelf®:

Rev-A-Shelf® is a leading manufacturer of storage, organization, LED lighting, and decorative ventilation hoods in North America. For over 40 years, Rev-A-Shelf® has partnered with some of the best names in the distribution, cabinet manufacturing, and online and brick and mortar retailers in the industry, committed to continuing to lead our industry with robust innovations, excellent customer service, and superior quality.

#### About InnovaShelf™:

InnovaShelf™ is the inventor and manufacturer of the highly regarded InnovaShelf™ brackets that have been a game changer in our industry. What started as two gentlemen wanting to simply make a better product than what they could find in the market has grown to be a well-respected brand in the industry.

For more information, please contact:

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