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100 Years Later, Kashou Continues to Serve Milwaukee Communities *East Side Business Thrives and Survives While Other Shops Shut Their Doors*

Milwaukee, WI (January 26, 2011) – In an economy that is forcing small businesses to close up shop, one East Side retailer continues its extensive history of personalized service and sales success with no plans on slowing down.

Kashou Carpets is not only one of Wisconsin's oldest family-run carpet and rug stores but is one of the country's oldest! 2010 marks 100 years in business for Robert Kashou, founder George Kashou's grandson and current owner. It was 1910 when George established his little business in Milwaukee near the corner of Jefferson and Mason. 13 years later, it moved to its current location at 2169 N. Farwell Avenue and has become the state's oldest and most trusted source for fine carpeting, oriental rugs and personal attention unmatched anywhere in Milwaukee.

"This business survived the first World War, the Great Depression, the second World War, 18 different Presidents of the United States and this most recent economic downturn," says a smiling Robert Kashou. "My grandfather didn't back down when times got tough and we have no intention of backing down now. We're full steam ahead here."

In 1910, George Kashou immigrated to the United States and established Kashou carpets with little to no money in his pocket. All his money – and dreams – went into the business. He began selling hand-made linens, tapestries and oriental rugs in the small, developing Milwaukee neighborhoods. George built a name for himself by selling quality products at reasonable prices and upholding honest values when dealing with customers.

"My grandfather backed every sale he made," Robert says. "If something was wrong, he made it right. If the customers were concerned, George was there to listen and fix the issue. The simple things are what made him great – his attention to detail, his honesty, and his integrity. That's how he built a business and that's how we continue that success today."

In the late 1940s, George Kashou designed and built his own automatic flat-bed rug-washing machine which he later sold to a local engineer. This invention launched Kashou Carpets to the forefront of the flooring industry and established George as a pioneer in the business.

Today, Kashou Carpets is a third-generation business serving Milwaukee's East Side but reaching from Chicago to California with its sales. It is considered the premier luxury floor covering dealer in the state and is the only Wisconsin member of the International design Guild – an alliance of more than 100 high-end showrooms throughout the US and Canada. Members benefit from exclusive product selections, extensive buying power and the coveted Louis A Dabbieri collection. The business has grown from a small one-room storefront to an 18,000 square foot showroom of the finest residential and commercial carpeting in the world with an emphasis on value.

"It's funny to me that something as simple as a smile and a handshake still goes a long way in this world," Robert says. "My grandfather kept simple principles that still hold weight with customers today and thanks to him we're moving into the next century of business. I don't think George ever dreamt we'd be around this long but we're here to keep his dream alive with another 100 years of service in Milwaukee."

***** Robert Kashou is available for phone or in-person interviews, and for in-store tours. To arrange a conversation, please contact Deetra at (262) 306-7500 or deetra@nalaniservices.com *****