



Hunter Douglas Window Fashions Give Four-Star Performance With Product Placement In Stranger Than Fiction

UPPER SADDLE RIVER, N.J., Dec. 1, 2006 – Have you ever noticed you can tell a lot about a film character by his or her decor? In its latest onscreen endeavor, Hunter Douglas, the nation's leading manufacturer of custom window fashions, sets the scene with product placement in *Stranger Than Fiction*, a clever comedy that intertwines the lives of a fiction author and her new novel's main character, who turns out to be a real man. With a cast including Will Ferrell, Emma Thompson, Dustin Hoffman, Maggie Gyllenhaal and Queen Latifah, *Stranger Than Fiction* boasts an offering almost as diverse as Hunter Douglas'.

Ferrell's character, the quiet and deliberate Harold Crick, has many quirks, but also trend-forward taste in window fashions, as his apartment features Somner(R) Custom Vertical Blinds in the Vinylscapes style from Hunter Douglas. Adorning his pristine bedroom and living room, the geometric blinds mimic Crick's mathematic view of the world and add to the decided symmetry of his environment. (Note: the blinds enjoy some notable camera time when a wrecking machine crashes through the window.)

And, wry author Karen Eiffel, played by Thompson, while a bit dark as a character, seems to enjoy the light-enhancing benefits of Hunter Douglas Remembrance(R) window shades in the New Orleans screen fabric, which cover the massive windows of her city office. The shades soften what would be a flood of incoming natural light, while also retaining Eiffel's spectacular high-rise view, which she utilizes as she tries to decide her character's ultimate fate. As Eiffel spends much of the film observing the outside world to inspire literary ideas, perhaps it is no coincidence her office is rife with oversized windows.

The Columbia Pictures film opened Nov. 10 to rave reviews and during its first week reached number two at the box office. Hunter Douglas receives a special mention during the end credits of the film.

About Hunter Douglas

Hunter Douglas Inc. is a national sponsor of Habitat for Humanity, covering windows in every Habitat home built in the U.S. and Canada. Headquartered in Upper Saddle River N.J., the company is the leading manufacturer of custom window coverings in North America. For more information, contact Hunter Douglas at 1-800-274-2985 or visit <http://www.hunterdouglas.com/>.