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BELLACOR NAMES BRENDA BOEHLER CEO

DIRECT TO CONSUMER & E-COMMERCE VETERAN JOINS LEADING LIGHTING AND HOME DÉCOR ONLINE
RETAILER



Mendota Heights, MN, March 18, 2014– Bellacor (www.bellacor.com) a leading lighting and home décor ecommerce company, announced that Brenda Boehler, a retail, e-commerce and television home shopping veteran, has been named Chief Executive Officer.

Boehler brings over twenty years of experience in leading multi-channel consumer-focused businesses. With an emphasis in transforming companies through growth-based initiatives, Boehler's expertise comes from successful leadership roles including Executive Vice President of TV and E-Commerce at ShopNBC, Senior Vice President-Merchandising at Fingerhut Companies, Director of Product Development and Design at Target Corporation, and most recently, President of dpHUE.

Dale Nitschke, Bellacor Board Member, Managing Partner of Ovative/Group and former President of Target.com states, "Brenda is a terrific leader, who builds great teams. She brings an amazing combination of relevant experiences in home merchandising, database and content based marketing and brand building. We are very excited to have Brenda lead Bellacor's next stage in growth."

Boehler will be responsible for leading this fourteen-year-old e-commerce company into its next growth phase. Developing a new vision, growth strategies, and distinguishing Bellacor into the ultimate online home design and inspiration shopping destination will be her main focus.

"I am thrilled to be leading this e-commerce company through our next growth phase." said Boehler. "Bellacor has strong vendor partnerships and a team that is passionate about home design. We have a significant opportunity to drive growth and make Bellacor the ultimate shopping destination for beautiful yet affordable home design."

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"Brenda has a solid track record of growing and transforming unique consumer facing businesses", says Dan Mallin, Bellacor Board Member and Managing Partner of Magnet 360 (named Minnesota's fastest growing business and one of Forbes Most Admired companies). "This truly is an exciting time for Bellacor!"

Bellacor has been a leading online retailer of lighting and home décor products since 2000. The Bellacor.com collection includes 500,000+ products from over 800 trusted brands. Bellacor offers free shipping on orders over \$75, price-matching and exceptional customer service. Bellacor is an Internet Retailer Top 500 Company with approximately 60 employees. As part of the Bellacor family, BellacorPro.com offers trade professionals full access to quality products and high touch, expert account manager service.

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If you would like more information, please contact Wendy Weinert at 651-294-2517 or email at wweinert@bellacor.com.

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