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1. Press Release. For a long time, we have been hinting at the following. So for those of you who have been curious ...

For Immediate Release

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Matt Taylor Assumes CEO Position at AVL Looms

Chico, California -- April 4, 2000 -- Matt Taylor has been named CEO of AVL Looms headquartered in Chico, California. He will be responsible for overall management and direction of the company.

"I, personally, am thrilled to have Matt join the world of handweaving and AVL Looms.", said Peter Straus, President of AVL. "Since we are both graduates of the University of Michigan, we have a natural affinity, but more so Matt brings a fresh new perspective both to the company and the marketplace. I look forward to working with him."

Mr. Taylor, the son of a handweaver, was born and raised in San Luis Obispo, California. Prior to coming to AVL, he was a Division Manager for International Paper in Appleton, Wisconsin.

"In my new capacity, I will direct one of the finest staffs I have ever come across.", he said. "It is a distinct pleasure to come to AVL Looms. In many ways, it is the fulfillment of a lifelong dream".

Mr. Taylor earned his M.B.A. from the University of Michigan, with honors. He received his undergraduate degree from San Francisco State University where he was an All-League baseball player.

Mr. Taylor recently purchased a home in Chico with his wife, Aileen, and their two boys, Calvin, 4, and Jackson, 2.

Founded in 1977, AVL Looms has sold its products in over seventy countries and has agents spread throughout the world. AVL handlooms are considered by many to be the finest handweaving looms on the market and have been recognized as such by such widely divergent agencies as the International Labor Organization, the United Nations, and the World Bank.

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2. New Product! Bringing Matt Taylor on board has meant more than improved management -- it has brought new products to the handweaving world. Matt's inaugural gift to the marketplace is the Warping Wheel. This remarkable device allows the weaver to wind short warps onto a Sectional Beam with as little as one cone. The industrial textile world has recently seen the introduction of a "single end warper" that costs in excess of \$250,000.

3. Northern California Handweaver's Conference. Where can one see the revolutionary new Warping Wheel? We thought you'd never ask. It will be unveiled in Santa Clara at the Northern California Handweaver's Conference starting Friday April 14 and running through Sunday April 16. For details, click on <http://www.cnch.org/conference/cnch2000/2000.html>. Oh, by the way, we'll have our looms, software, and a lot of other great AVL equipment on display as well. Plus, if you're lucky, you might catch a glimpse of AVL's smallest weaver, young Maddy McMillan.

4. New Prices ... It's that time again. Looks like AVL prices will be making another incremental move upward in the next few months. The next price increase is scheduled for June 1, 2000. So if you have been craving a new Bobbin Winding Guide or IDL, then now is the time to act.

5. New Product? Time for a tease. Matt Taylor's ascension to the top and his commitment to propelling AVL to new heights will be spotlighted by the radical new product to be unveiled at Convergence this June in Cincinnati. But what will it be? Loom? Warper? Software? All of the above? Keep watching this space ... it's going to be really something special.

6. New Promo>>> Keep your eyes on the AVL Web Site <www.avlusa.com>. We will be putting items on the site for Internet Only sales. The first scheduled item is the Cone Rack and it should appear fairly

soon. The items to be placed on sale will generally be overstock items, so the prices will be great! But the sale will be limited to units on hand, so the swift will capture the prize.

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