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SANDERSON DESIGN GROUP PLC

("Sanderson Design Group", the "Company" or the "Group")

Morris & Co. relaunches paint range in authentic William Morris colours

Sanderson Design Group PLC (AIM: SDG), the luxury interior design and furnishings group, announces that its Morris & Co. brand will next week launch an innovative paint range with colours based on historic William Morris colour recipes and documents from the Company's extensive Morris & Co. design archive.

The new range of 40 paints, called Morris & Co. Paint, marks the first paint range to be launched by the brand since 2008, when a change in manufacturing regulations prompted the brand to discontinue its paints. Since that time, customers have frequently requested Morris & Co. paints to co-ordinate with the brand's wallpapers and fabrics.

The new paints, which are produced in the UK, are available in Chalky Matt emulsion and Eggshell finishes. They use premium quality ingredients for colour quality, durability and coverage along with minimal VOCs.

Morris & Co. Paint will initially be available exclusively through selected independent stockists and the Morris & Co. website. From May this year, the paint range will also be available at the new Morris & Co. Home Emporium to be launched by luxury department store Harrods at its flagship Knightsbridge store.

The paint range will become available to national and other retailers later this year.

Sanderson Design Group's Zoffany and Sanderson brands also offer ranges of paint to complement core fabric and wallpaper products. Specialist, third party paint manufacturers are used by the Company to produce all of its paint ranges.

Lisa Montague, Sanderson Design Group's Chief Executive Officer, commented: "We are very excited to relaunch Morris & Co. paint using modern production technology whilst remaining loyal to the brand's colours, heritage and vision. The initial range of 40 colours has been created by referencing William Morris's own logbooks from our Morris & Co. archive, giving the paints a compelling authenticity to meet consumer demand."

For further information:

Sanderson Design Group PLC

**c/o Buchanan +44 (0) 20 7466
5000**

Lisa Montague, Chief Executive Officer

Mike Woodcock, Chief Financial Officer

Caroline Geary, Company Secretary

Investec Bank plc

+44 (0) 20 7597 5970

David Anderson / Alex Wright / Ben Farrow

Buchanan

+44 (0) 20 7466 5000

Mark Court / Sophie Wills / Toto Berger

SDG@buchanan.uk.com

Notes for editors:

About Sanderson Design Group

Sanderson Design Group PLC is a luxury interior furnishings company that designs, manufactures and markets wallpapers, fabrics and paints. In addition, the Company derives licensing income from the use of its designs on a wide range of products such as bed and bath collections, rugs, blinds and tableware.

Sanderson Design Group's brands include Zoffany, Sanderson, Morris & Co., Harlequin, Scion, Clarke & Clarke and Archive by Sanderson Design.

The Company has a strong UK manufacturing base comprising Anstey wallpaper factory in Loughborough and Standfast & Barracks, a fabric printing factory, in Lancaster. Both sites manufacture for the Company and for other wallpaper and fabric brands.

Sanderson Design Group employs approximately 600 people and its products are sold worldwide. It has showrooms in London, New York, Chicago, Paris, Amsterdam and Dubai.

Sanderson Design Group trades on the AIM market of the London Stock Exchange under the ticker symbol SDG.

For further information please visit: www.sandersondesigngroup.com

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