

## DENNIS BASSO OPENS HARBIN FUR SHOP



NAFA Northern Bleached Marten



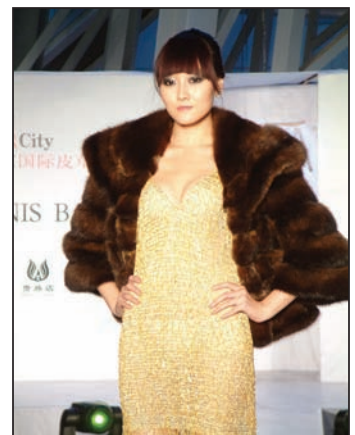
NAFA Northern Coyote and Raccoon  
[Part of NAFA's 2008-2009 International Campaign]



NAFA Northern Red Fox



NAFA Northern Marten & Lynx Cat



NAFA Northern Fisher

**Press Release for Immediate Release**  
**North American Fur Association**  
**December 18, 2008**

Dennis Basso, the famous New York designer whose name and reputation is well known throughout the United States, opened his first fur store in Harbin, in the north east part of China. Herman Jansen gave the opening speech and Diane Benedetti, along with her team of Lumin Yao, Dragon Hu and Gianni Jiang, organized and directed a NAFA Fashion Show to celebrate the opening. This was exceptionally well attended by the Chinese media. This event showcased Dennis Basso garments made from the many varieties of NAFA furs from black female mink coats to light mutations and in wild fur, Canadian marten, red fox, grey fox, lynx, lynx cat, raccoon, beaver and muskrat.

This 20,000 square foot shop is the first of many to be opened in China. During their stay in Harbin for this event, the temperatures ranged from -20°C to -25°C (-4°F to -13°F).

Many customers were attracted to this store because of his unique style and the many different varieties of fur that he incorporates into his garments.

NAFA congratulates Dennis Basso and is very proud to be in partnership with him in promoting NAFA's high quality, exclusive wild fur and mink.