



FOR IMMEDIATE RELEASE

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Posh Pile launches Pacific Coast Highway Ultimate Luxury Car Mats!

The only luxury car mat in the entry level price range!

Hong Kong February 2010: International Market Access introduces Posh Pile Pacific Coast Highway floor mats, the finest affordable luxury aftermarket mats available through retail outlets.

Posh Pile Pacific Coast Highway mats come in three fun colors, Beige/Tan, Grey, and Black to match most of today's automotive interiors. Universal in design, they fit the majority of cars with top hung (mounted from behind the dash panel) accelerator pedals.

Posh Pile Pacific Coast Highway features luxurious full 18oz needle punch pile bound with OE quality woven edges and a long wearing nylon heel pad, while ordinary carpet floor mats in Pacific Coast Highway's price class feature only taped edges and plastic heel pads. Pacific Coast Highway mats stay in place because of their waterproof non-skid backing.

Posh Pile Pacific Coast Highway mats come in universal sizes and are available at leading retailers or through www.poshpile.com



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About Posh Pile:

Headquartered in Hong Kong, Posh Pile is the inspiration of a long time car guy, who went to car shows globally for ten years while launching the leading brand of car care products from the U.S. These mats are designed in the U.S.A, but are available quickly in Asia.

Posh Pile's car guy creator found that the OE mats his cars came with wore out after 1 – 2 years . He found it difficult to find mats in the market up to the high standards of his luxurious interiors, so he created Posh Pile.

For more information, visit www.poshpile.com or call (852) 2967-0202



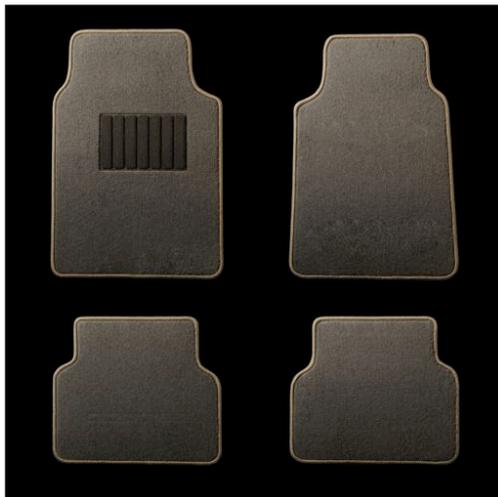
Black



Grey



Tan



4 piece set