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## Classic Assumes Chameleon's Rental Business, Chameleon Will Keep Designing

**FROM LOS ANGELES** [Classic Party Rentals](#) and [Chameleon Chairs LLC](#) (which does business as Chameleon Chair Collection) announced today that the companies have expanded the relationship they began in 2007. Under the new partnership, Classic will assume management and operations of Chameleon's rental business throughout the United States, including Southern California and Las Vegas. Chameleon will continue to operate as an independent company, focusing on the design, manufacture, and sale of its proprietary line of products, but will no longer directly rent them. Chameleon will continue to introduce new designs and products to grow revenues for both companies. Classic will retain exclusive rights to rent Chameleon Chair products in each of its markets.

"Our expanded relationship with Chameleon Chair is an important step that further incorporates Chameleon Chair products into our client offerings," said Classic president and C.E.O. John Campanelli in a release. "We are particularly excited about this for the Los Angeles and Las Vegas markets."

Chameleon president and C.E.O. Jerry Smolar added in the statement, "This joint venture allows Chameleon Chair to focus on its business as a designer and manufacturer of its products, and it provides a greater opportunity for clients to one-stop-shop for event rentals when selecting Chameleon chairs. Chameleon's products, coupled with Classic's established sales, service, and transportation infrastructure, present a powerful combination in meeting our clients' needs."

*—Alesandra Dubin*