

## **FFI ANNOUNCES EXECUTIVE PROMOTIONS**

INDIANAPOLIS, INDIANA – April 13, 2009 – Fortune Industries, Inc. (NYSE Amex: FFI) is pleased to announce the promotions of Tena Mayberry to President and Randy Butler to Chief Financial Officer of the Company.

Mayberry will oversee the implementation of the Company's goals and strategies nationwide. Prior to her promotion to President of Fortune Industries, Mayberry served as president of Brentwood-based Century II Inc., the largest outsourced human resources firm based in Tennessee and one of the oldest professional employer organizations (PEOs) in the nation. Century II is a subsidiary of Fortune Industries, Inc.

Butler will be responsible for all financial reporting, budget management and forecasting for Fortune Industries and its subsidiaries. Butler joined Century II in 2006 as the Controller, and assumed responsibility for all the financial functions of PSM, Inc., a subsidiary of Fortune Industries in 2008.

“As a result of Fortune's emergence as a pure-play PEO in December, we are focusing our human capital and financial resources on the profitability of the PEO segment that has historically generated operating income and strong cash flows from operations,” said John Fisbeck, CEO of Fortune Industries, Inc. “Tena is a proven top executive and one of the most knowledgeable senior managers in the PEO industry, and Randy has the financial background necessary to grow this business under our new operating structure. Under their direction, Century II has experienced substantial annual growth. Tena's experience in the PEO industry, combined with Randy's in-depth knowledge of banking and finance make them a powerful team to help guide Fortune into its next phase as a PEO industry leader. They are a valued addition to our executive team, and we look forward to leveraging their expertise and leadership as we continue to expand our business in the U.S.”

Mayberry brings more than 20 years of management experience to her new position. She was named president of Century II in 2007 after serving four years as COO, two years as senior vice president and four years as vice president. Prior to joining Century II, Mayberry served in management positions with Contract Sales Managers, Kroger Co. and Norrell Temporary Services.

Mayberry holds a B.S. in marketing and business management from Tennessee Technological University.

Prior to Century II, Butler was the Controller for PFIC Corporation, a broker-dealer providing investment products for Union Planters bank. At PFIC, Butler was responsible for all the accounting and financial operations for the Financial Services Division of Union Planters Bank. Prior to PFIC, Butler was the Secretary/Treasurer for NEC, Inc., the leading digital imaging company for publications in the country.

Butler graduated with honors from the University of Tennessee in December, 1982 with a Bachelor of Science degree in Accounting, and earned his Certified Public Accountant certification in 1986.

### **About Fortune Industries, Inc.**

Fortune Industries, Inc. is focused as a professional employer organization (PEO) to small and medium-sized businesses in 47 states, including human resource consulting & management, employee assessment, training, and benefits administration.

Fortune Industries, Inc. is based in Indianapolis, Indiana and is publicly traded on the NYSE Amex exchange under the symbol FFI. Additional information about Fortune Industries, Inc. can be found at [www.ffi.net](http://www.ffi.net).

*This press release and other statements by Fortune Industries, Inc. may contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are typically identified by words or phrases such as "believe," "expect," "estimate," "potential," or future/conditional verbs such as "will," "should," and "could" or the negative of those terms or other variations of them or by comparable terminology. The absence of such terms, however, does not mean that the statement is not forward-looking. Any such forward-looking statements are not guarantees of future performance and involve risks and uncertainties that could cause actual results to differ materially. Factors that might cause or contribute to such differences, include, but are not limited to, the risks and uncertainties that are discussed under the heading "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" within the Company's Form 10-K for the year ended August 31, 2008. The Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. Readers should carefully review the risk factors disclosed within the Company's Form 10-K and other documents filed by the Company with the Securities and Exchange Commission.*

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