

FurnitureBrands

INFORMATION

FOR IMMEDIATE RELEASE

FURNITURE BRANDS EXECUTING STRATEGIC PLAN WITH LAUNCH OF "WOW" STRATEGY AT BROYHILL

St. Louis, Missouri, August 12, 2008 – Furniture Brands International (NYSE: FBN) today announced that it is continuing to execute its strategic plan with the launch of the "WOW" strategy at its Broyhill brand. Incorporating the "WOW" strategy into all brand-level sales programs is a component of the "Win in the Store" pillar of Furniture Brands' strategic plan. An overview of the plan is available at the Strategy section of www.furniturebrands.com.

"Broyhill is the perfect place to launch this strategy at the brand level," said Ralph P. Scozzafava, chairman and chief executive officer. "Broyhill's customer base ranges from single location independent dealers to national accounts. The consultative, fact-based sales approach that is the foundation of the 'WOW' strategy works with customers at every level, and we maximize the upside leverage of this proven sales strategy by starting with Broyhill."

The "WOW" strategy consists of three core elements:

Win in the Store – By focusing on the retail fundamentals, we will create and execute with our retail partners comprehensive programs that begin with great product in the right space on the floor, supported by effective merchandising, promotion and pricing strategies.

Own the Customer – Through breakthrough consumer insights, industry leading supply chain capabilities, and the most recognized brands in the industry, we will provide even greater value to our retail partners to be their "solutions leaders."

Work Together – Leveraging the unprecedented wealth of knowledge and experience across our organization, we will collaborate to ensure that we bring benefits to our retail partners better than anyone with which we compete.

With this launch, the Broyhill sales team will be led by Mark Stephens, formerly Vice President of National Accounts for Furniture Brands. "Mark has been the point person for rolling the 'WOW' strategy out to Furniture Brands' five national account teams, and their early success has been impressive. He has also been very involved with Broyhill in our strategy sessions and the work that we have accomplished with our account base. It just made great sense to leverage his knowledge and experience to lead the Broyhill sales team in fully implementing the 'WOW' strategy," said Jeffrey L. Cook, president of Broyhill.

Prior to joining Furniture Brands in 2007, Mr. Stephens spent four years with Orkin Pest Control, where he led the creation of Orkin's commercial sales organization as head of Business Development. Additionally, Mr. Stephens was Vice President of Marketing for NOVA Information Systems, a leader in the credit card processing industry, and held various sales and customer

marketing positions for both Ralston Purina and The Campbell Soup Company. Mr. Stephens replaces Don Webb, who is returning to the West Coast to resume his longstanding business interests in the furniture industry. "We thank Don for his contributions to Broyhill and wish him success in his return to his West Coast roots," Mr. Cook said.

About Furniture Brands

Furniture Brands International (NYSE: FBN) is a vertically integrated operating company that is one of the nation's leading designers, manufacturers, and retailers of home furnishings. It markets through a wide range of retail channels, from mass merchant stores to single-brand and independent dealers to specialized interior designers. Furniture Brands serves its customers through some of the best known and most respected brands in the furniture industry, including *Broyhill, Lane, Thomasville, Drexel Heritage, Henredon, Pearson, Hickory Chair, Laneventure, and Maitland-Smith.*

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