

## **FOR IMMEDIATE RELEASE**

### **BROYHILL UPHOLSTERY INTRODUCTIONS REFLECT STYLE AND COLOR RANGE AND CONSUMER TESTING FEEDBACK**

**HIGH POINT, NC – April 17, 2010** – Broyhill is introducing a variety of upholstery offerings at High Point Furniture Market, backed by positive testing scores from furniture purchase-intending consumers.

#### **THE DEBRA COLLECTION**

“The ability to test our fabric and color choices with consumers is powerful,” said Paul Peters, Vice President of Upholstery at Broyhill Home Furnishings. “The Debra collection ranks highly with consumers and we were also able to get feedback on color combinations most interesting to consumers.”

The Debra sofa features a tall shelter arm design with a reverse camelback shape and simple, classic turned feet. The asymmetrical pillow design makes the collection modern, yet with a nod to vintage design. The collection also includes an oversized chair and ottoman. Several color options will be shown at market including the number one ranked consumer choice: body fabric in chocolate, with turquoise and brown jacquard print pillows and chocolate and turquoise animal print toss pillows.

#### **THE TAYLOR COLLECTION**

Featuring a loose pillow-back and curved sweeping arms, the Taylor Collection is a fun, popularly priced addition to the Broyhill Upholstery line. A sofa, loveseat, chair and ottoman complete the Taylor assortment and will be shown in a full range of colors.

The signature curved shape of all the Taylor pieces hugs the body, making it very comfortable. The loose pillow-back gives a softer feel yet with Broyhill’s channel ticking cushion method the pillows retain their shape over time. Fresh, on-trend colors in easy-clean micro-polyfiber such as kiwi, raspberry and amethyst will be shown in the Taylor collection on the showroom floor.

#### **THE NEWLAND COLLECTION**

The Newland collection brings a dramatic twist to a traditional look. The group includes a sofa, loveseat, chair and ottoman all available in fabric or leather. A unique cutback arm design adds flair and sweeping movement to each piece. A tall back provides comfort and was built with modern life in mind: a unique pull-over back pillow with a Velcro attachment is perfect for high traffic living rooms. The back pillows are easy to fluff so they hold their shape longer and can be refilled if the fiber

compacts over time. Antique brass nail head detail and a cherry finish on the turned legs add to the beautiful collection's design. The group will be shown in a rich, full-grain harness brown leather and a fluffy, chunky amber acrylic chenille fabric with vintage paisley pillows with rich moss green tones.

All Broyhill Upholstery cushion materials are made with a portion of soy-based foam, a step in the right direction for sustainability.

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Broyhill Home Furnishings offers wooden case goods and upholstery for every room in the home, including the living room, dining room, bedroom, family room, home entertainment area, home office and youth bedroom. Sold in retail stores in all 50 states and 35 foreign countries, Broyhill is one of the largest home furnishings producers in the world. For over 100 years, Broyhill continues to be the most recognized furniture brand. Headquartered in Lenoir, North Carolina, Broyhill is a subsidiary of Furniture Brands International (NYSE:FBN), which produces, sources and markets six of the best-known brand names in the industry – **Broyhill, Lane, Thomasville, Henredon, Drexel Heritage and Maitland-Smith.**

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