



BROYHILL INTRODUCES MAJOR LAUNCH OF AFFORDABLE LEATHER ALTERNATIVE UPHOLSTERY

HIGH POINT, NC – April 2, 2011 – [Broyhill Furniture](#) is making a major launch into the category of affordable leather alternative upholstery. New introductions offer six frames in a wide range of color options, ranging in style from contemporary to updated traditional. The material used, often referred to as bonded leather, is a high performance upholstery material combining the best of leather, polyurethane and cotton combined for durability and appearance. Formed of leather pieces versus full hides, bonded leather offers consumers a more affordable piece of leather furniture with a durable, easy to clean surface that is scratch and fade resistant. As well, bonded leather instantly has a comfortable feel to the touch and is more durable in rub tests than any fabric.

A key consumer advantage spanning across all of the new bonded [leather collections](#) by Broyhill is customization, offering shoppers an incredible value and giving retailers a consistent story to communicate while mixing the groups on the retail floor. Each group is available in a choice of 12 bonded leathers, ranging in tones of red to brown to grey to white, all for the same price. Sofa prices in each group are designed to offer a range of \$799 - \$999 at retail. Two of the groups to be introduced at High Point Market are the Adriano and Quentin collections:

Adriano

Broyhill's Adriano [sectional](#) reflects a classic contemporary look. The simple but striking sectional (122" long x 88" deep x 31" high) has a low back with stylish tufted seating and low track arms. The sectional features contemporary wood feet in a dark café finish.

Quentin

Broyhill's Quentin Collection offers a dressy casual look, with dramatic quilted tufting on the seat and back cushions, and has dark wood feet. The collection has a [sofa](#), [loveseat](#), a [chair](#) and [ottoman](#). A highlight of the group is a swivel chair with a chrome metal base, sure to add instant excitement to any room.

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Broyhill Furniture offers furniture for every room in the house, including the [living room](#), [dining room](#), [bedroom](#), family room, [home entertainment](#) area, [home office](#) and [kids rooms](#). Sold in [retail stores](#) in all 50 states and 35 foreign countries, Broyhill is one of the largest home furniture producers in the world. For over 100 years, Broyhill continues to be one of the most recognized furniture brands. 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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