



N E W S R E L E A S E

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*"In my day, we didn't have MTV or
in-line skates. No. It was your basic 45
record that skipped and regular metal roller skates.
Times, they do change."
—Anonymous*

One Size Does Not Fit All

Broyhill offers Generation Xers yet another way to express themselves

Lenoir, NC — When you get up this morning, you will drive to your 8:00-5:00 corporate, ladder-climbing job, in your Volvo, listening to your cassette tape, driving a document to a client . . . NOT!

Wait a minute—hold the mobile phone! Enter a new generation— one radically different than the one before—Generation X. For years, Baby Boomers have been the aim of new product developers, marketers and advertisers, with the exclusion of all others. But as the purchasing power of 65 million Generation Xers becomes increasingly evident, savvy product developers are no longer marginalizing this generation's economic clout and are quick to figure out that warmed over Baby Boomer campaigns won't do the trick.

"After doing some research, we found that the demographics, buying tastes and habits of Generation X are unmistakably different than previous generations," said Tom Lentz, VP of Marketing at Broyhill Furniture. "They have their own ideas when it comes to creativity, function and design. From these ideas, they have developed a style all their own—from the clothes they wear, to the way they look at work and the world, to the company they keep."

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"As a group, they are very diverse and value individuality," said Lentz. "They have their own sense of what is right for their home, and the only requirement is that their homes be an extension of who they are. With that in mind, we have introduced the GX collection which can furnish an apartment or loft with simple elegance, but with an air of independence and diversity—all of which are top priorities for the GXer."

"Although very ambitious and materialistic, Generation Xers are also very pragmatic," said Lentz. "Value is of the utmost importance, so the pricing structure of the GX line makes it extremely attractive to them. Because they came of age in a world radically different from the one that the Boomers inherited, *having it all* means something different to them."

Having it all to the Generation Xer clearly incorporates their love of technology and that is reflected in their spending habits. Outfitting today's home means much more than a sofa, bed and kitchen table; there's the added expense of the necessities such as computers, hi-tech televisions and stereos, and a host of electronic gadgets and appliances. The GX collection allows for the stylish furnishing of an apartment, loft, or house—without blowing the budget, so that there is still enough money for all the things that make life more convenient and pleasurable.

The collection features a wide range of upholstered pieces for the living room, all with comfortable fabrics, top-quality construction and timeless styles in sofas, chairs and ottomans. Broyhill kept in mind that space is at a premium in many Generation X homes, making it essential that furnishings be functional. The upholstery pieces are sized right to fit the Generation X lifestyle and not overpower their space. One thing is for sure, GXers value time way too much to spend a Saturday afternoon trying to figure out how to fit an oversized sofa into their living room.

Other space saving features of the collection include the comfortable chair-and-a-half, which converts to a twin sleeper—perfect for turning the ever-popular home office into an instant guest room for weekend visitors. The GX ottoman opens to create storage space—a convenient feature for urban dwellers without much room to spare.

But that doesn't mean style was sacrificed for usefulness. To help create your own unique decor, the collection offers a variety of styles including the L-shaped sectional sofa, sofa with chaise lounge, track arm and traditional flare roll-arm sofa. All feature brushed cotton fabric in colors that allow for tremendous versatility including sage, taupe, eggplant and powder blue.

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Generation X consumers can also satisfy a wide range of decorating tastes in the bedroom. The collection features six complete bedroom styles to choose from, which include three metal beds and three wooden beds (in both light and dark finishes). Simple, classic designs of complementing door chests and night stands also lend themselves to be easily mixed and matched. All are stylish, functional, and reasonably priced and are specifically designed to allow you to create a decorating style that embodies your own personality and taste, whether it be eclectic, traditional or retro.

Broyhill also recognizes that this generation values time and creative independence as much as money. The new GX collection is manufactured using a unique quick-turnaround process. That means you can order exactly what you want—the style, fabric and coordinating pieces—and enjoy them in your home without the long wait usually associated with ordering custom furniture.

Broyhill's new GX collection of home furnishings meets the demands of today's savvy Generation X consumer: absolute comfort, individual style and unquestionable value. For more information on the GX collection or other Broyhill products call 1-800-3-BROYHILL or www.broyhill.com.

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Broyhill Furniture Industries is headquartered in Lenoir, N.C., and produces a full range of bedroom, dining room, upholstered, occasional table groups and wall systems. Founded in 1926, the company employs more than 7,200 people. Broyhill is part of Furniture Brand International, the world's largest manufacturer of residential furniture.