



NEWS RELEASE

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How does a company become 50 years young? At Best Home Furnishings, it's a combination of innovation and tradition.

***Southern Indiana-based furniture manufacturer continues unswerving loyalty
to traditional standards rather than cutting corners***

FERDINAND, IND. (February 13, 2012) – Some of America's most inspiring and successful businesses are hidden in plain sight.

Best Home Furnishings is one of these quiet success stories. Located in the hills of southern Indiana, the company has grown into one of the largest furniture manufacturers in the world, with 2011 sales over \$210 million.

The 50-year-old family owned and operated business remains committed to the one simple concept that they began with: creating the best quality sofas, chairs, recliners and glide rockers at the most affordable prices.

"We've held true to our founding values for 50 years, chief among them being quality and selection," says Brian Lange, president of the family business he grew up in. "It's been important to us that we continue to have high standards and turn out products that have exceptional value for the price. But what's really grown our business over the last 15 years has been our quick delivery to our customers. We've been able to slash manufacturing time from four weeks to five days."

Lange asserts that the secret to Best Home Furnishings' success has been its faithful adherence to the company's long-standing tenets known as "The Power of Best:" quality, speed, selection, value and made in the USA. "There isn't another furniture manufacturer that can claim

all five of these standards,” says Lange. “At Best, we’ve remained true to my father’s original ideals and have been fortunate to build Best into one of the most financially sound companies in the industry.”

Getting to know Best

Best Home Furnishings produces a diverse selection of sofas, chairs, recliners and glide rockers in eight southern Indiana factories. Founded in 1962 by Clem Lange and his partners in an old cannery building, production was limited to a few chairs and the repairing of old furniture and truck seats to make ends meet. Today, Best has grown into a mammoth furniture-making operation.

Beginning as a company that manufactured occasional chairs with 17 employees in the 1960s, Best has incrementally grown to encompass seven categories: chairs, recliners, reclining sofas, stationary sofas, office chairs, glide rockers and tables. Now owned and led exclusively by the Lange family, the company employs more than 800 people and utilizes more than 1.1 million square feet of advanced manufacturing space.

Over the past 50 years, the company has fine-tuned its processes to contain costs, capitalize on efficiencies and improve products.

- To become self-reliant and control costs and quality, the company purchased a wood working dimension plant in Jasper, Indiana, which grades, dries and seasons lumber to Best’s rigorous standards.
- Best has a deep commitment to recycling, saving both dollars and the environment by using its sawdust to fire its wood-drying kilns and selling wood shavings to poultry farmers. Other scrap materials from the manufacturing process are used in packing materials, selling leftover padding for use in archery targets and using recycled plastic materials to develop a proprietary blended fiber technology for cushioned seating and backs.
- The company has worked closely with leading suppliers to develop its own glider and motion chair mechanisms in order to provide superior quality, greater comfort and a range of function options.

Groundbreaking Best innovation

During its five decades of growth and expansion, Best Home Furnishings has developed a variety of unique furniture products and niches.

- Best’s Storytime Series™ holds the leading market share in nursery seating. It was the first to market swivel glider recliners to the nursery, which soon became a nursery staple. Storytime also introduced chairs so stylish that they easily transition elsewhere in the home.
- In 2003, Best introduced The Beast™, the largest recliner in the industry, accommodating up to 400 pounds. The company manufactures more than 300 Beast recliners each week.

- In 2007, Best was the first to enter the residential market with a completely horizontal recliner featuring the trademarked BodyRest™ name.
- Best has redefined the lift chair by developing fashionable power chairs that bring style and fashion to lift recliners, available in hundreds of covers, and complement any living room décor.

About Best Home Furnishings

Established in 1962 and based in Ferdinand, Indiana, Best Home Furnishings is one of the largest furniture manufacturers in the world, committed to creating the best quality sofas, chairs, recliners and glide rockers at the most affordable price. Family owned and operated, Best has more than 1.1 million square feet of manufacturing space in eight southern Indiana locations. The combination of the company's five "Power of Best" standards— quality, speed, selection, value and made in the USA —are unmatched by any other upholstered residential furniture manufacturer. For more information, visit besthf.com.