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For Immediate Release

HERITAGE HOME GROUP OFFICIALLY OPENS DOORS TO MORE THAN 200,000 SQUARE FEET OF NEW SHOWROOM SPACE AT HIGH POINT MARKET

Each of the company's 10 venerable brands receive new and/or up-fit showrooms to showcase new products

HIGH POINT, NC (October 17, 2014) – Heritage Home Group today announces the official opening of 10 new and improved showrooms for High Point Market. The investment in more than 200,000 square feet of new showroom space punctuates the company's commitment to each of its 10 brands and to the Furniture Market, in general. Each of the showrooms will highlight new products being offered by each brand.

Previously spread across 6 locations – including 2 separate locations within the IHFC building – Heritage Home Group has co-located the showrooms of each of its designer brands in the historic Market Square building and each of its wholesale/retail brands in a single location within the IHFC building. President and Chief Executive Officer, Ira Glazer, explains the rationale, “In an effort to breathe new life into each of our brands while also making it easier to do business with us, we have consolidated our locations from 6 to 2. We have already received strong positive feedback from our customer base for this move and we believe this will result in more interested eyeballs on more of our brands. We have the ability to offer compelling scale to each of our dealer partners across indoor, outdoor, and accents/accessories.”

In addition to brand-specific trade showrooms, Heritage Home Group has also established a central corporate hub. The purpose of the hub is to ensure the smooth flow of traffic and individualized attention to each of the customers that visit any of the branded showrooms. “We want to ensure a smooth, enjoyable experience for each of our customers throughout this October High Point Market,” said Roxanne Bernstein, Chief Marketing Officer of Heritage Home Group. “Given the new location at Market Square and the vast amount of space we occupy across 7 different brands in this building, we believe the additional directional help will ensure a seamless flow of traffic between each of the showrooms. It is important to us that our customer base enjoy their time in our showrooms and spend no time at all attempting to navigate the layout on their own.”

To celebrate the new Market Square location, Heritage Home Group will host two events on Friday and Saturday evenings. On Friday, the company hosts the President’s Reception for WithIt – a women’s professional networking group for the Furniture Industry – beginning at 6:00 pm, while celebrating each of the talented, hard working women that have powered each of the new HHG showrooms. On Saturday, following a series of ribbon cuttings for each new showroom, the company will host a Grand Opening cocktail party in the courtyard of Market Square from 5pm – 7pm. “We are proud of our new showrooms and look forward to welcoming everyone in to take a look – with each of our exciting, value-added and differentiated new products, this is sure to be a great Market for us and all of our customers,” said Glazer.

Heritage Home Group also reaffirmed its new headquarters location to be 1925 Eastchester Drive in High Point, formerly the company’s showroom for 3 of its brands: Henredon, Maitland-Smith, and La Barge. Construction is expected to be complete in the first quarter of 2015, enabling the official opening later in the spring. Glazer concluded with, “we are grateful to the City of High Point for making our corporate relocation possible – allowing the re-zoning of this space on Eastchester Drive will enable us to bring up to 300 new jobs to the area. I would also like to thank the International Market Centers team for partnering with us so effectively on our new showroom spaces – we found them to be a highly valuable entity in our move process.”

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About Heritage Home Group®

Heritage Home Group is a multi-brand private company and world leader in designing, manufacturing, marketing, and retailing home furnishings. We market our products through a wide range of channels, including our own Thomasville retail stores and through interior designers, multi-line/independent retailers and mass merchant stores. Our portfolio includes some of the best known and most respected brands in the furniture industry, such as Broyhill®, Thomasville®, Lane®, Drexel-Heritage®, Henredon®, Pearson®, Maitland-Smith®, Hickory Chair®, La Barge®, and Lane Venture® For more information, visit heritagehome.com.

