

**FOR IMMEDIATE RELEASE:
July 13, 2006**

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WORKPLACE FURNISHINGS NAMES DENNIS J. INSOGNA PRESIDENT

CINCINNATI, OH--WorkPlace Furnishings (WPF), the leading dealer buying and marketing organization serving the North American office furniture industry, has named Dennis J. Insogna its new President. Insogna is currently Vice President of BKM Total Office and has also served as a dealer development consultant with WorkPlace Furnishings for the past two years. Insogna succeeds G. E. "Russ" Russell, WPF president and CEO since 1992, who will help Insogna transition into his new role and who retains his position as Chairman of WorkPlace Furnishings Canada.

"WorkPlace Furnishings has never been a stronger or more professional organization than it is today," commented WPF Chairman Bob Carlson of Marco Office Products, St. Cloud, Minn. "Under Russ Russell's leadership, we have built an outstanding management team and developed a comprehensive array of programs and services to strengthen the office furniture dealer on many different levels. Dennis Insogna's election as President marks a key step in our management succession plan and will insure a smooth transition and keep the momentum going."

A frequent speaker on sales and sales leadership at industry forums such as the annual NeoCon and OFDA events, Insogna served as a communications officer in the Army before beginning his business career in 1973 with Eutectic Corp., an international manufacturer of metallurgical products, where he held management positions in sales, training, marketing, recruiting and distribution. In 1986 he joined Imperial Inc, a division of General Cigar and held numerous senior executive and sales management positions before joining BKM Total Office in 1996. At BKM, one of the country's top Steelcase dealerships, he has played a key role in developing its value segment sales and marketing program.

"It has been both a pleasure and a privilege to work with WorkPlace Furnishings members and their supplier partners over the past few years and help create what has become a truly unique resource for the growth-oriented office furniture dealer," commented Insogna. "We have truly transformed our organization from a buying and marketing group to the premier buying, training and dealer support organization. We have plans to roll out a number of exciting new programs later this year that will truly add value both to our dealers and suppliers."

Commented Russell, "With his energy, enthusiasm and penetrating industry insight, Dennis Insogna has served as an effective catalyst for change in the dealer community by focusing on the importance of sales leadership and people development. He shares the vision that has driven WorkPlace Furnishings and its extraordinary growth in recent years and our entire organization—dealers and manufacturers—will benefit from the experience and expertise he brings to his new position."

ABOUT WORKPLACE FURNISHINGS: Founded in Cincinnati in 1963, WorkPlace Furnishings is the leading dealer buying and marketing organization serving the North American office furniture industry, with some 222 member sales and showroom locations in 36 States in the U.S. and seven Canadian provinces and one territory. The group offers its members a broad range of programs and services covering key aspects of dealer operations to support their value-segment office furniture efforts. For more information, visit www.workplacefurn.com or contact the group's Cincinnati headquarters (Phone: 513-563-0048; Fax: 513-563-1822; E-mail: jvaughn@workplacefurn.com).

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