



**FOR IMMEDIATE RELEASE:  
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**NEW PROGRAMS, RECORD ATTENDANCE HIGHLIGHT WORKPLACE  
FURNISHINGS ANNUAL MEETING  
*MEMBERS HONORS DEALER, MANUFACTURER OF THE YEAR***

CINCINNATI, OH--Publication of a special white paper for members on opportunities in the health care market, introduction of a private label systems furniture line, launch of a nationwide rental furniture program and a broad-ranging panel discussion featuring top executives from leading industry manufacturers were among the highlights of the 2006 Annual Meeting of the WorkPlace Furnishings organization (WPF), North America's leading office furniture dealer group.

The meeting, held earlier this month in Tampa, drew record attendance, up 23 percent from last year, reflecting continued record membership growth. "WorkPlace Furnishings today is stronger than it's ever been," commented WPF president G. E. "Russ" Russell. "Total dealer purchases last year were up over 25 percent, nearly double the overall industry growth rate, and momentum has remained very solid so far this year."

In his own presentation at the meeting, Russell highlighted the core elements of the WPF business strategy:

- Simplify business by focusing on a carefully selected portfolio of products in key categories from leading industry manufacturers.
- Help dealer members protect their top accounts by providing them with the ability to offer a strong and compelling value proposition.
- Empower them to make proper use of limited marketing resources with best-of-breed catalogs, flyers and e-marketing tools.
- Reverse industry-wide negative gross margins trends by targeting higher margin product and service opportunities.

"Our new systems line and the rental program introduced at the meeting are just the latest additions to an increasingly diverse offering of WPF-exclusive offerings for our dealers and we've been delighted by the response," Russell added. "Last year was outstanding for our dealer members, but all the indications point to even stronger growth to come!"

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Also at the meeting, WorkPlace Furnishings members honored their Dealer and Manufacturer of the Year. The Dealer of the Year Award went to Office Furniture Center, Buffalo, NY, while Manufacturer of the Year honors went to First Office, Huntingburg, IN. In addition, the group presented its highest honor, the Nathan M. Loth Award, to WPF director of dealer development Ed Doucette, in recognition of his outstanding contribution to the organization and its growth over the past two years.

**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 over 260 member sales and showroom locations in 42 U.S. states and seven Canadian provinces. For more information, visit [www.workplacefurn.com](http://www.workplacefurn.com) or contact the group's Cincinnati headquarters (Phone: 901-853-1716; Fax: 901-853-1826; E-mail: [gerussell@workplacefurn.com](mailto:gerussell@workplacefurn.com)).

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