

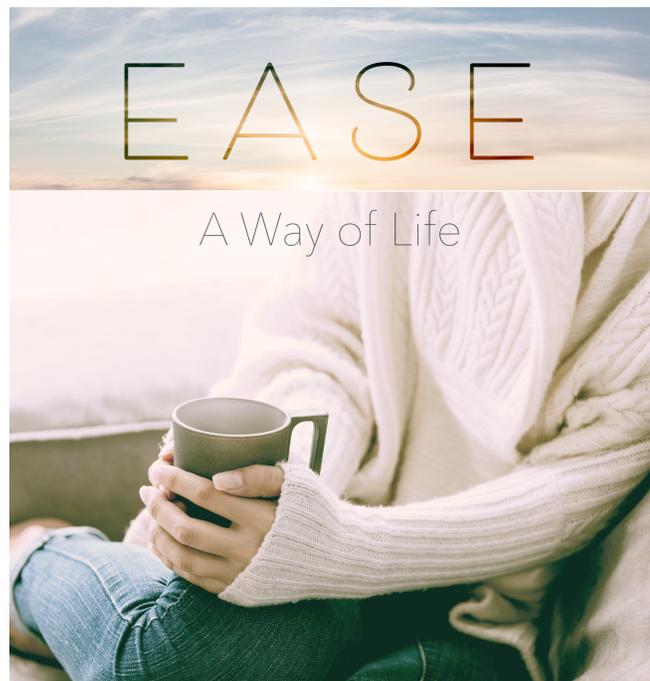


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FOR MORE INFORMATION AND IMAGES

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Introducing *EASE* by Vanguard™
A Way of Life



Conover North Carolina (October 2, 2018) — This October Vanguard Furniture will introduce an exciting new offering of furniture targeted to meet the evolving needs of the marketplace. The initial introduction is upholstery only, but a complementary line of casegoods is under development.

The new family of products will be called *EASE*. It will have the sophisticated styling, supreme comfort and best in class craftsmanship customers have come to expect from Vanguard, but it is particularly designed for everyday living. Ease is more than a look... it is a lifestyle of casual elegance and high-performance.

When asked what makes this different, Andy Bray, Vanguard's President replied, "Think of *EASE* as an entry point to family of Vanguard upholstery. It has all of the heritage of our premium line, but it hits a retail sweet spot of about \$1,499 providing exceptional value at that price-point." When asked to elaborate, he responded, "*EASE* is not a scaled-down imitation. It is full sized upholstery covered in high performance fabric. We've adjusted the seating with fiberglass ribs to take out the cost and labor of eight-way hand tying. It is generously padded, well designed and supremely comfortable. We stand behind the construction and durability just as any other Vanguard product." Hypo-allergenic feather and down "interiors" are the gold standard of comfort and quality because they act much differently than polyester or urethane foam due to their adjustability. This property allows cushions to conform to the body and provide optimal comfort.

It will also be stocked. By including all of the most popular features as standard and offering only a limited edition of the most desirable fabrics, Vanguard can anticipate demand and have product available for immediate shipment. This also allows for efficiencies of scale in the factory which helps to achieve better pricing. If, however a customer wants to customize it, she can with any of the custom features Vanguard offers in its line.

When asked why Vanguard was venturing into this area, Bray explained, "we wanted to ~~line~~ extend the Vanguard brand to reach a larger audience without sacrificing the upper end. We discovered many people aspire to own the Vanguard brand, but had difficulty reconciling a premium price. They want something that looks great, is comfortable but not too fussy. This is intended to get plenty of use."

The product will be on display at the Vanguard showroom at the October Highpoint Market and will begin shipping in December 2018. A companion line of complementary occasional tables will be introduced in April 2019.

ABOUT VANGUARD FURNITURE

Vanguard Furniture is a manufacturer and marketer of case goods and upholstery. It is a family held company, employing 600 associates and operates out of six manufacturing buildings in Hickory, North Carolina, and a 40,000-square foot showroom in High Point, NC and Hillsville, Virginia. Its mission is to lead home furnishings in style, value and service with a vision to enrich lives through custom-crafted furniture. Vanguard is a founding member of the Sustainable Furniture Council and its green initiatives include recycling 95% of all post manufacturing waste; recycling paper, fabric scraps, metal, wood scrap, plastic and corrugated products. The showroom is located at 301 N Hamilton St, in High Point. For more information, see www.vanguardfurniture.com