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LEXINGTON UNVEILS NEW DOWNTOWN SHOWROOM

THOMASVILLE, NC – In a bold move to establish a marquee presence at the epicenter of the High Point Market, Lexington Home Brands announces the opening of a **Reception Studio** at the corner of Commerce and Wrenn, directly across from the IHFC complex.

“Success at Market is ultimately driven by great product,” says Phil Haney, president and CEO of Lexington Home Brands. “Our 100,000 square foot showroom on National Highway is a significant competitive advantage, allowing us to showcase innovative designs in a rich lifestyle format. Our challenge during Market is capturing the attention of the downtown buyer, and transporting them to and from our campus. The **Reception Studio** is designed specifically for that purpose. Its prime location will allow us to capture the imagination of every buyer working the buildings downtown, and offer them private transportation that is elegant and efficient.”

The interior of the building will include a reception area with concierge staffing to facilitate private car service to and from Lexington’s showroom campus on National Highway. In addition, the Studio will offer a taste of the Lexington product line through an eclectic display of case goods and upholstered product, an interactive digital catalog on a touch-screen monitor, and a richly appointed customer lounge with wireless connectivity and the atmosphere of a sophisticated club.

“While we have always marketed our brand in the downtown corridor and offered private transportation to and from our showroom,” says Haney, “the **Reception Studio** affords us the opportunity to engage retailers personally, position the strength of Lexington’s product and programs, and treat them as guests in our home. The Studio is not a substitute for the experience of our main showroom, but a marketing tool that enables us to communicate to retailers that they are only 10 minutes away from the most compelling product presentation in High Point.”

The exterior of the two-story limestone building is being transformed into an elegant storefront reminiscent of Bond Street in London, with classic lines and a warm demeanor. The iconic location at the corner of Commerce and Wrenn enjoys unencumbered visibility from any point in the corridor between ShowPlace, the IHFC, and Main Street.

Lexington’s main showroom is located at 1300 National Highway in Thomasville. The new **Reception Studio** is located at 116 East Commerce Street in High Point. Both facilities will be open for the Fall High Point Market beginning October 17, 2009.

Lexington Home Brands

Lexington Home Brands is a leading global marketer and manufacturer of branded case goods and upholstery, with the industry's largest brand portfolio. Well-known consumer brands include *Lexington*[®], *Tommy Bahama Home*[®], *Trump Home*[®], *Nautica*[®], *Palmer Home*[™] and *Bob Timberlake*[®]. Products are distributed through independent home furnishings retailers and designer showrooms. A privately-held company, Lexington Home Brands is an affiliate of Boca Raton-based Sun Capital Partners, Inc.

Sun Capital Partners, Inc.

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