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Home Meridian International Unveils Its New Showrooms at 220 Elm Street

(HIGH POINT, NC) – Home Meridian International will unveil its new showroom spaces for Pulaski and SLF (Samuel Lawrence Furniture) at a ribbon-cutting ceremony on April 7th. The side-by-side showrooms at 220 Elm provide numerous benefits for both companies as well as their customers.

This will be Pulaski's debut at 220 Elm, said George Revington, president and CEO for Home Meridian. "From management's perspective, putting Pulaski and SLF in the same facility allows both companies to leverage our common business systems, better utilize our infrastructure, and reduce our total costs, while making it easier for customers to work both showrooms," Revington said.

Revington also thanked the management at 220 Elm for making the transition as seamless as possible. "They have always been extremely supportive and their extensive cooperation helped us make this move possible," he said.

Both showrooms now occupy an entire floor of the 220 Elm complex, with a combined 70,000 square feet. Visitors arrive by escalator directly into the new contemporary Home Meridian International lobby, where customers can access either of Home Meridian's brands.

For Don Mitchell, president of Pulaski, the new showroom mirrors the company's efforts to expand their brand. "Our new showroom is so fresh and inviting. It has higher ceilings, great lighting and it flows very well, allowing us to showcase our beautiful new designs in the best environment possible," Mitchell said. Enjoying special consideration in the new showroom are Pulaski's trademark display cabinet program, its extensive accent furniture, and the company's highly successful youth Build-A-Bear Workshop® HOME Collection, which launched spring 2007.

On the other side of the Home Meridian Lobby is SLF's new home. In it, SLF showcases its successful dining, bedroom, youth, entertainment and home office lines. In addition, Joe Keveryn, the company's president, said they are also highlighting their expanding "Samuel Lawrence Townhouse" lines. These groups feature appealing and varied designs in pared down sizes, making them ideal for first home buyers.

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“This move offers many benefits,” Revington said. “Perhaps the most important benefits customers will see are Home Meridian’s full range of products and our apparent strength in the market.”

Home Meridian was formed in 2006 with the merger of Pulaski Furniture and SLF (Samuel Lawrence Furniture). The company’s other strategic marketing units are SLH (Samuel Lawrence Hospitality), which sells contract and hospitality products, and Creations, a producer of juvenile furnishings. Home Meridian’s international locations include facilities in Dongguan, China, and Ho Chi Minh, Vietnam.

Virginia-based Pulaski Furniture is known for leadership in design and integrated marketing. Pulaski’s portfolio of licensed and proprietary collections include Casa Cristina, based on the Latin Media sensation, Cristina Saralegui; Accentrics, a full line accent program; its unparalleled collection of display cabinets; and its licensed Build-A-Bear Workshop® HOME Collection.

SLF, with offices in Phoenix, AZ; High Point, NC; and Dongguan City, China, is a global, multi-divisional, design, sourcing and marketing company that is a leader in shipping full and mixed containers from inventory in China directly to major retailers in the United States.

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