



June 16, 2006

FOR IMMEDIATE RELEASE

Contact: The DvG Group

336-885-0202

SLF Expands High Point Showroom

(PHOENIX) – As a result of the successful launches of two new product categories, SLF announced today it is expanding its showroom at 220 Elm Street in High Point, NC.

The company's recent entry into the Home Office and Youth categories was extremely successful, said George Revington, CEO of the Phoenix-based company. "The positive response from customers to our new collections prompted us to secure an additional 18,000 square feet of new showroom space, which will allow us to accommodate future expansions in these two groups."

In addition to the showroom expansion, state-of-the-art office space will be designed for the management and staff who will be responsible for growing these new categories. "We have assembled a highly experienced team to lead these new divisions and it made sense to base them in High Point," said Revington.

SLF's core product selection had been focused exclusively on bedroom and dining room, Revington said. The additional space will bring the company's total square-footage to nearly 50,000, allowing them significant room for expansion into other product areas as well, he added.

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Revington explained that because of the company's fast, nimble and low-cost business model, they are able to enter quickly into other product categories.

Revington said retailers should continue to expect to see new product categories from SLF in the near future.

The showroom expansion will be completed in time for the fall 2007 furniture market.

SLF, Inc. is a multi-divisional, globally connected, design and marketing company that produces high quality case goods in the good, better and best categories. SLF has created three primary divisions - SLF Signature, SLF Select, and SLF Asia, in order to focus directly on their respective customer base, increasing their ability to respond to retailers with great designs, fast delivery times, at the lowest costs possible. SLF Signature creates products in the upper price-points that are fashion-forward. SLF Select creates products at the promotional price-point and focuses on tremendous value. SLF Asia is responsible for the sourcing, quality and on-time delivery for both SLF Signature and SLF Select products.

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