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FOR IMMEDIATE RELEASE

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SLF to show in Las Vegas

(PHOENIX) – SLF announced today it has secured 15,600 square feet of showroom space at the Las Vegas World Mart. The showroom will be located in a premier location on the 12th floor of Building B, which will have its grand opening in January, 2007.

As a result of the successful launches of two new SLF product categories – Home Office and Youth – the significant amount of space was required, said George Revington, CEO of the Phoenix-based company. “Positive customer reaction to our recent entry into these new product categories prompted us to have a showroom that allows us to showcase existing product lines along with room to display these new growing categories.”

In addition, Revington said, Las Vegas’s close proximity to their Phoenix headquarters also played a significant role in the decision to show there. “We are growing our warehouse distribution in Phoenix, to accommodate our expanding mixed-container program along with the introduction of a piece-at-a-time order fulfillment. Accommodating our customers’ growing demands is our top priority, so expanding to Vegas just made sense.”

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Babs Blair, director of leasing for the World Market Center, said the new SLF showroom is one of the “larger spaces in the center.” She also added that “it has a circular entrance off of the lobby area adjacent to escalators and elevators – a prime spot!”

Blair said the addition of SLF to the Vegas market is a good fit. “Our buyer base expects trend setting companies that exemplify the finest in new product introductions and SLF is an important company to our growing mix of permanent tenants.”

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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