



NEWS RELEASE

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IN TODAY'S FAST-FORWARD WORLD
CONSUMERS SEEK MOBILE, EASY-TO-USE FURNISHINGS
TO SOLVE THEIR STORAGE AND ORGANIZING NEEDS

HIGH POINT, NC -- It's an instant-everything world, from immediate information access and social networking via the internet to on-the-run text messages and tweets.

With today's hippest consumers attuned to what's fast and faster in every aspect of their lives -- from food to communications and beyond -- it should be no surprise that these same customers are demanding ease, function and mobility in their favorite furniture styles.

"We're talking about a fast-moving group of individuals, whether they're heading off to college or searching for a job," says Doug Krieger, director of design at Sauder.

"We know who they are, but no one knows where they'll be next.

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“However, we do know what these on-the-move consumers are seeking,” he continues. “They’ve come of age with a taste for quick delivery and good quality, and they don’t suffer a slow pace. In fact, they not only appreciate ease and function: they expect it.”

At the High Point Market opening April 17, Sauder will be unveiling a wide selection of stylish, highly mobile designs in several collections, including new offerings in its Beginnings brand and Lancaster Closets grouping.

With its debut Beginnings Fold and Go designs, Sauder will be introducing a grouping of desks and entertainment units that boast total mobility as well as fresh, light-hearted styling geared to young adults on their own or heading back to college. The versatile designs fold flat to move with ease, and unfold to set up instantly, with no assembly or disassembly required.

The pieces are executed with sturdy metal legs that support solid laminate tops and shelves, with go-anywhere traditional good looks. Two finishes will be available, including Black on Black and White on Charcoal combinations. Ideal for on-the-go lifestyles, the new pieces are expected to retail from \$39 to \$89.

Sauder will also be debuting new additions to its Lancaster Closets collection, where mobility and ease meet organizational prowess. The grouping offers a unique combination of modern storage with traditional styling. Frame and panel drawer and door construction, decorative glass, detailed profile edges and authentic antique brass hardware all come together for a built-in look without the price tag of custom built-in closets.

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The new designs provide generous space for everything from clothing to shoes to sweaters and more. Two unit sizes fit a wide range of reach-in closets, and multiples can be combined for oversized and walk-in closet applications. In addition, ease of installation is assured, since everything that's required comes with each unit, including cabinetry with full extension drawer slides, adjustable clothes rods and cut-to-size shelves.

Sauder will also be introducing new bedroom additions to its popular Shoal Creek collection as well as four new contemporary collections, W3, Rocket, Onyx and Techna, with a focus on home office and entertainment needs. .

“Today’s forward-looking consumers are demanding high style and highly-mobile options for storage and organization as well as for home office and entertainment needs,” adds Krieger. “They’re seeking designs they can use immediately, and can also easily take with them wherever they go next.”

For information about Sauder Woodworking Co., visit the company's showroom located in Space #218 in the 220 Elm Building or visit their Web sites at www.sauder.com

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