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BROAD RIVER FURNITURE ANNOUNCES OUTLET GRAND RE-OPENING

Fort Mill, SC –

Ashley HomeStore licensee Broad River Furniture announced today the re-opening of its Outlet, which has now become a hybrid retail model to better serve clientele now frequenting the store, located at 5345 South Boulevard in Charlotte. The official Grand Re-opening is set for today and continues through Labor Day weekend.

The newly reconfigured 20,000 SF Outlet now features over 5,000 SF of new Ashley HomeStore merchandise in the front of the store. The new product is displayed in the same beautifully accessorized vignettes shown in the Company's full line stores and has been selected to appeal to the growing number of customers from the large condo and apartment communities nearby. The rest of the store will continue to offer outlet closeouts, clearance and discontinued items.

In addition to furniture and accessories, including rugs, lamps and accent furniture, the store also sells mattresses from national brands including Tempur-Pedic, Sealy Posturepedic and Ashley-Sleep. In addition, Outlet customers may order any Ashley HomeStore items that are not on display. Full delivery services are also available.

"We are excited to offer this collection of new and outlet merchandise in one hybrid location for the convenience of our guests, and we will refine the store's product mix as we assess our success with this new model. Our vision is to inspire our guests to create their dream home," commented Charlie Malouf, Broad River's President and CEO.

"Reinventing our Outlet was a unique opportunity for cross-functional collaboration, and we are excited to have partnered seamlessly with so many associates in creating our first hybrid retail model. I am also proud of my fellow teammates at the Ashley Outlet, as they are truly the ones that helped make this vision a reality," said Manny Rodrigues, VP, Human Capital. As the executive sponsor for the Outlet, Rodrigues has played an integral role in the successful transformation to the hybrid model.

Jonathan Houck, VP of Merchandising, Visual Impact and Store Design, remarked, "We recognize that many of our guests are seeking smaller scale items. We look forward to learning from and meeting the needs of our customers here." Houck was responsible for developing the store design and floor plan, determining the merchandise mix and setting the store with his visual team.



Josh Shelton was recently appointed as General Manager of the Outlet. The Outlet is open Monday through Saturday from 10 AM to 9 PM and Sunday from Noon to 6 PM. All finance options offered in our full line stores are available at the Outlet, including Acceptance Now.

***Broad River Furniture** is one of Furniture Today's Top 100 Furniture Stores and Fastest Growing Furniture Stores. The Company was also recognized by Furniture Today as one of four Retail Giants of Bedding in the U.S. based on its achievements in the competitive mattress arena. Grant Thornton, LLP recognized the Company again last fall as one of North Carolina's Top 100 Private Companies.*

Founded in 2003 by Executive Chairman Jonathan Ishee and headquartered in Fort Mill, SC, Broad River Furniture is the regional licensee of 15 Ashley HomeStores in North Carolina, South Carolina and Georgia and one Ashley HomeStore Outlet in Charlotte, and is one of Ashley HomeStore's largest licensees. The privately held Company employs over 500 at its stores, distribution center and corporate office.

***Ashley HomeStore** is the #1 selling furniture store brand in the world with over 600 locations. The retailer is an exclusive provider of furniture from Ashley Furniture Industries, Inc., the largest furniture manufacturer in the United States. For more information on Ashley HomeStore and our products, visit our website at www.AshleyHomeStore.com.*

***Ashley Furniture Industries, Inc.** is the largest furniture manufacturer in the United States and one of the largest in the world. The company offers one of the industry's broadest product assortments to retail partners in 123 countries. From design through fulfillment, Ashley continually strives to provide the best values, selection and service in the furniture industry. For more information on Ashley Furniture and its products, visit www.AshleyFurniture.com.*