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**ASHLEY FURNITURE HOMESTORE AND CHARLOTTE HORNETS PARTNER
FOR HUGO'S BEDROOM MAKEOVER CONTEST**

CHARLOTTE, N.C. ---

Ashley Furniture HomeStore licensee Broad River Furniture and the Charlotte Hornets announce the appearance of Hugo and the HoneyBees this Saturday at Ashley's Pineville store, 11320 Carolina Place Mall.

The Hornets' mascot and cheerleaders will be at the store from 1 to 2 pm Saturday to kick off Hugo's Bedroom Makeover Contest, greet children and their parents, and pose for photographs.

Two Charlotte area children will win their choice of Ashley Furniture HomeStore kids bedroom furnishings at a retail value up to \$2,000 per winner. Registration closes on Monday, February 23; two winners' names will be drawn at random on February 27 from entries collected in all Charlotte area stores or online at www.hornets.com/MyHugoBedroom. Winners will be announced on March 6.

Broad River 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 this fall as one of North Carolina's Top 100 Private Companies.

Founded in 2003 by CEO Jonathan Ishee and headquartered in Charlotte, NC, Broad River Furniture is the regional licensee of 16 Ashley Furniture HomeStores in North Carolina, South Carolina and Georgia, and one Ashley Furniture HomeStore outlet in Charlotte. The privately-held Company employs over 500 at its stores, distribution center and corporate office.

Ashley Furniture HomeStore is the #1 selling furniture store brand in the world with over 500 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 Furniture HomeStore and our products, visit our website at www.ashleyfurniturehomestore.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 continuously 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.