



For Immediate Release – June 30, 2015 For further information,
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BROAD RIVER FURNITURE SIGNS GREG OLSEN AS BEDS FOR KIDS SPOKESPERSON

Charlotte, NC --- Ashley Furniture HomeStore licensee Broad River Furniture and All-Pro NFL tight end Greg Olsen of the Carolina Panthers have signed a two year agreement naming Olsen as Ashley's spokesperson for Beds for Kids and partnering with him to support his charity, The HEARTest Yard. Beds for Kids is a Charlotte-based non-profit sponsored by Broad River since 2011 that is dedicated to providing beds to children in need. The HEARTest Yard, founded by Olsen, supports families of babies with congenital heart disease.

Under the agreement, Broad River will produce and air a Beds for Kids TV spot starring Olsen, as well as a spot that focuses on The HEARTest Yard, which he and his wife Kara founded in partnership with Levine Children's Hospital in Charlotte to support families of babies affected by congenital heart disease. Broad River will donate all proceeds from an Ashley Cares Event in its stores to The HEARTest Yard for each year of the agreement.

One of the Olsens' twins, 2 ½ year old T.J., was born with Hypoplastic Left Heart Syndrome (HLHS), a severe congenital heart defect, though his sister, Talbot, is perfectly healthy. This experience made Greg and Kara keenly aware of the challenges faced by families who need assistance with in-home private nursing care, physical and speech therapy, and other costly services. The HEARTest Yard provides funding to these families at no charge, while incurring no additional expense to the hospital. Over 44,000 infants (nearly 1% of all births) are born each year with heart defects – roughly one every 15 minutes.

Olsen commented, "I believe this partnership highlights the cohesiveness, benevolence and strength of our community. Here you have multiple Charlotte-based organizations coming together to make this city an even better place to live."

"In addition to being an outstanding football player, Greg Olsen is a terrific human being --- one we are proud to have in our corner -- who will lend a great deal of awareness and local credibility to our non-profit partner, Beds For Kids. We're also excited to help Greg build an even stronger following for The HEARTest Yard," said Charlie Malouf, Broad River's COO.

Charlie added, "A daughter of Ashley Furniture CEO Todd Wanek was born with HLHS, which led to their funding of a building at the Mayo Clinic (Rochester, MN) that houses research and patient care for babies born with congenital heart defects such as HLHS. We at Ashley have a



definite connection to the HLHS cause and are honored to work with Greg to support it.”

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 this spring 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.

About Beds for Kids. Since their founding in 2011, Beds for Kids has delivered 2,951 beds and 21,570 essential furniture pieces to Charlotte families in need. Their mission is to provide a bed and other essential furniture to every child and family in need in Charlotte. Over 7,500 Charlotte children currently have no bed of their own. Beds for Kids has been Broad River Furniture’s designated charity since 2012 and provides funding to them through the sales of mattresses and Ashley Cares Event donations in its Charlotte area stores. Company associates donate hundreds of hours of volunteer labor to Beds for Kids. For more information, visit www.bedsforkids.org.