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NEWS RELEASE – For immediate publication

BROAD RIVER FURNITURE ANNOUNCES TRIANGLE EXPANSION

CHARLOTTE, N.C. — Broad River Furniture, a licensee of Ashley Furniture HomeStore, will open its first Triangle area store in late December.

The Charlotte-based Top 100 Furniture Stores company, which operates 13 other Ashley Furniture HomeStores and an Ashley Furniture HomeStore outlet, has leased a 36,00 square-foot former RoomStore location at 8331 Glenwood Avenue in Raleigh. Glenwood Avenue is well known as a stronghold of furniture retailers and prime destination for furniture shoppers.

The new store is slated to grand open in the first quarter of 2013 and will employ up to 20 associates in sales and management.

“It’s clear to us that our Glenwood Avenue location in Raleigh is among the best available locations. We’re expecting big things. Combined, the Raleigh and Fayetteville stores will give us two home run locations in the Eastern Region and will continue to propel Ashley Furniture HomeStore toward the dominant home furnishings retailer in the Triangle market for many years to come,” stated Jonathan Ishee, Broad River’s CEO, in making the announcement.

“This new Raleigh location meets all of our criteria and perfectly fits our strategy for long-term, stable growth that will strengthen our Company and existing stores. And because Broad River Furniture’s existing distribution center will serve this market, most merchandise will be available for next day delivery,” commented Charlie Malouf, COO and Managing Partner.



In keeping with Broad River Furniture's dedication to the communities it serves, the Raleigh store will donate a portion of all mattress sales to A Hope to Dream, an Ashley Furniture HomeStores, Ltd. program that provides new mattress sets to local children without beds.

"Despite the favorable economic environment of the Triangle area, many local children have no bed of their own. Good quality sleep improves a child's outlook, health and ability to succeed in school. We look forward to receiving referrals for the A Hope to Dream program and to serving the children of this area after we open," commented Karen McKenzie, Broad River's Vice President, Marketing. Referrals for children ages 3 to 16 may be made at www.AHopetoDream.com. Beds will be awarded quarterly, beginning in April 2013.

This spring Furniture Today named Broad River one of the country's fastest growing furniture chains, to 78th on its Top 100 U.S. Furniture Stores list, up from 86th the prior year. In June, the Company was 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. Broad River was also recognized by Grant Thornton, LLP as one of North Carolina's Top 100 Private Companies.

Founded in 2003 by Ishee and headquartered in Charlotte, NC, Broad River Furniture is the regional licensee of 13 Ashley Furniture HomeStores and one Ashley Furniture HomeStore outlet in NC, SC and GA. The privately-held company employs over 300 at its stores, distribution center and corporate office.