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Savvy Spaces

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NEWS RELEASE – For immediate publication

BROAD RIVER FURNITURE ANNOUNCES THREE NEW VICE PRESIDENTS

Three new vice presidents, including one internal promotion, were announced today by Jonathan Ishee and Charlie Malouf, CEO and COO, respectively, of Broad River Furniture.

Brad Neff, Broad River's Controller since 2005, has been promoted to Vice President of Finance. Kevin Lauterbach has joined the company as Vice President of Information Technology, and Karen McKenzie recently joined as Vice President of Marketing.

"Our growth and strong sales, despite the economic headwinds of the last few years, have expanded our need for expertise and leadership in the key business functions of finance, IT and marketing, and it is exciting to welcome these outstanding and experienced professionals to our company's executive team," commented Ishee.

Neff has over 25 years of finance experience and was the Partner in charge of Audit and Accounting Services with Faulkner & Thompson, a Charlotte area CPA firm, prior to Broad River.

Lauterbach's IT experience includes key roles at Cabinets To Go, Lumber Liquidators, Cogent Communications and Lucent Technologies. He and his family are relocating to the Charlotte, NC, area from Williamsburg, VA.

McKenzie joined Broad River in January and has served in a variety of marketing leadership positions in the retail industry, including Lowe's Companies, Inc., Michaels Stores and Strategic Print Marketing.

Last year Furniture Today named Broad River, one of the country's fastest growing furniture chains, to its Top 100 U.S. Furniture Stores list. Founded in 2003 by Ishee and headquartered in Charlotte, NC, Broad River is the regional licensee of 13 Ashley Furniture HomeStores and one Ashley Furniture HomeStore outlet in NC, SC and GA. The company's new format store, Savvy Spaces, opened last July in Pineville, NC, completes the firm's current portfolio. The privately held company employs over 300 at its stores, distribution center and corporate office.