



5692 Fresca Drive, La Palma, CA 90623
www.encoreseating.com

714 522 8090
800 985 8090
714 522 8115 FAX

Contact: Tammie Hickerson
Phone: (714) 522-8090

For Immediate Release
April 15, 2008

"ESCAPE" FROM THE ORDINARY WITH THE LATEST
IN EXECUTIVE/CONFERENCE SEATING

La Palma, CA — Southern California-based Encore Seating today announces the introduction of Escape, its newest executive/conference series with a look and feel that combines exceptional comfort with the finest attention to detail.

Providing a welcome retreat for executive office spaces, conferencing applications and more, Escape is as rich in features as it is in its aesthetic mastery, not the least of which includes a signature polished aluminum arm with soft-touch armrests, memory foam-enhanced seat as well as front and back tailoring accents that create even greater visual impact with two-tone upholstery.

Designed by award-winning product designer David Dahl, Escape further showcases his understanding of the marketplace and critical eye for the essentials. "Noticing that it's often the backs of chairs that are seen most from the conferencing aspect, that's where the design of this chair started, then progressed from there" states Dahl. "By giving it a shapely silhouette and tying in a distinctive upholstery detail, Escape has genuine appeal from all angles and can make an impact in any room."

"The most surprising aspect of this series is its price-consciousness," adds David Logsdon, Encore's National Sales Manager. "It has the sophistication and beneficial qualities of a high-end executive/conference chair but at a fraction of the cost, and we're thrilled to be able to offer such an alternative to our customers."

The Escape collection is available in mid- and high back models with three arm selections, black nylon or chrome base options and an assortment of supportive and comfort-enhancing mechanisms.

--more--



5692 Fresca Drive, La Palma, CA 90623
www.encoreseating.com

714 522 8090
800 985 8090
714 522 8115 FAX

Escape Release/Page 2

Since 1999, Encore Seating has been answering a marketplace need for quality products at great value. With its organizational ties to Arcadia, Encore has helped to raise the benchmark in design, comfort and flexibility with competitive pricing, standard lead times of two weeks or less and a lifetime warranty on all seating components.

Escape will be on display in the Encore Seating space at the NeoCon World's Trade Fair in Chicago this June, 8th floor, booth 8-4022.

CONTACT: Tammie J. Hickerson, Marketing Communications Manager, (800) 985-8090, Encore Seating, Inc. 5692 Fresca Drive, La Palma, CA 90623.

#####