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**MEMENTO: UNFORGETTABLE, FRESH NEW EXECUTIVE / CONFERENCE SEATING
MARKS THE NEW FACE OF ENCORE**

September 10, 2009, Cerritos, CA — Southern California-based Encore (formerly Encore Seating) celebrates their rebranding with the launch of Memento, a sleek and engaging executive and conference chair.

With its distinctively slender profile and contemporary styling, Memento combines graceful lines and sophistication with a fresh approach that embodies Encore's "new attitude for the way you work & play". Encore's most modern design to date, Memento also marks the brand's first use of knit suspension material. The breathable elastomeric fabric features stretch and recovery properties that provide unparalleled comfort and support, as well as a subtle geometric pattern that distinguishes Memento from others in its class.

The Memento series is a harbinger of a new direction for Encore as a brand. As the design aesthetics and sophistication level of the product line continued to rise, Encore's visual identity needed to evolve. A new logo, simplified name, and updated presentation materials reflect Encore's longevity and credibility in the contract seating market, as well as infuse the brand with a design-oriented, vibrant attitude.

Equally at home in an executive suite, a conference room, or a workstation, Memento is available either fully upholstered or with a choice of seven solid or multi-color knit suspension backs. Representative of Encore's commitment to providing a full range of options, Memento also features multiple mechanism, base, and arm selections. A generously proportioned waterfall seat contrasts and balances the graceful curves of the back, while the optional polished aluminum cantilever arms, complete with black soft-touch arm pads, add another level of refinement.

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“We are enthusiastic about this new series: the design elements give us a smart, stylish product for today’s contemporary workspaces, while the patterned knit material speaks to Encore’s commitment to pursuing the best solutions for design, as well as comfort and support,” states David Logsdon, Encore’s Director of Sales. “Memento fills a niche in our product line, and is a sign of even more exciting things to come. The new Encore is poised to be a major force in the contract seating marketplace.”

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Encore provides affordable, options-oriented seating products for managerial, executive, guest, conference and multiple seating applications. Designed with both functionality and visual appeal in mind, all of Encore’s products are offered with a comprehensive choice of ergonomic capabilities, chair controls, arm selections, base styles and upholstery options while maintaining a stylish aesthetic for design-savvy customers.

With standard lead-times of two weeks or less, an extensive Quick-Ship program that guarantees shipping on most products within 48 hours, as well as partnerships with some of the most widely recognized textile manufacturers in the industry, Encore is well-equipped to satisfy requirements for a host of applications, ranging from corporate offices to educational institutions, hospitality, healthcare facilities and more.

Since 1999, Encore has been answering a marketplace need for quality products at a great value, helping to raise the benchmark in design, comfort and flexibility with competitive pricing and a lifetime warranty on all seating components. Encore’s enduring commitment to new product development and responsive approach to customer service have solidified Encore’s reputation as a leader in the contract seating industry.

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