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**ENCORE TAKES CENTER STAGE:
PERMANENT SHOWROOM PREMIERES DURING NEOCON 2011**

May 25, 2011, Cerritos, CA — Southern California-based seating manufacturer Encore takes a leading role with a new permanent showroom in the Chicago Merchandise Mart.

Debuting at NeoCon 2011, the new showroom is a key element in Encore's brand evolution. From its beginnings, Encore has provided cost-effective, options-oriented seating products with a focus on flexibility and personalized service. In 2009, Encore re-branded itself under the principle of “a new attitude for the way you work” and has since then further established a reputation in the architecture and design community as a reliable provider of design-oriented, contemporary products at a modest price.

The new showroom is immediately adjacent to parent company Arcadia and has been renovated to open the floor plan between the two spaces. The additional square footage will expand Arcadia's display area as well as showcase key products from Encore and its “on-demand” division, Encore On-Q.

Promoting the relationship between this family of contract furniture companies — Arcadia, Encore and Encore On-Q — is one of Arcadia's top objectives for 2011. The location of the showroom, as well as the decision to launch at NeoCon, speaks to Arcadia's commitment to these brands and the growing relevance they have in their respective markets.

“When the showroom next to Arcadia became available, the decision to expand came naturally. The additional space will allow us to showcase more products, while the floor plan promotes the relationship between these strong brands,” states Helen Kim, Director of Marketing.

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“Arcadia has an established reputation and following in the contract marketplace, while Encore and Encore On-Q are less well known. Each offers a distinct product selection and price point, but all deliver quality, service, responsiveness, and flexibility. The new showroom space really allows us to reinforce these attributes and communicate that we are one and the same company.”

Encore plans to follow a string of successful product introductions with several new launches during NeoCon, including a line extension of the popular Memento series. The future of Encore will include light-scale tandem and lounge seating, occasional tables, training tables as well as more style-driven conference and task chairs produced in collaboration with outside product designers; while Encore On-Q will target the mid-market seating category.

To celebrate the opening, Encore will host a themed cocktail party Monday, June 13th from 5 p.m. to 7 p.m. in the new showroom, suite #336. NeoCon 2011 runs June 13th through June 15th.

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Raising the benchmark in design, comfort and flexibility, Encore is a leading provider of options oriented, value-driven seating products for executive, conference, task and multipurpose applications.

Offering standard lead-times of three weeks or less, an extensive 48-hour Quick-Ship program, 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.

With organizational ties to Arcadia, which has manufactured executive, conference, lounge, modular and bench seating for over thirty years, Encore is able to draw upon an extensive knowledge base of product design, engineering, sales and service, all the while maintaining competitive pricing and a lifetime warranty on all components.

Encore’s assured manufacturing capability, enduring commitment to new product development and responsive approach to customer service have solidified its reputation as a leader in the contract seating industry.

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