



MAGNUSSEN[™]
H O M E

B e y o n d t h e e x p e c t e d .[™]

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FOR IMMEDIATE RELEASE

**MAGNUSSEN HOME LAUNCHES ONLINE PRODUCT CATALOG TO BETTER
CONNECT SHOPPERS WITH RETAILERS**

HIGH POINT, N.C., July 15, 2003 – Magnussen Home Furnishings, Inc. has enhanced its Web site with a complete product catalog to help connect shoppers with their local Magnussen Home dealer. The site includes a complete product catalog with detailed product information.

“Magnussen.com was created to help consumers and support our retailers,” says Jeff Cook, Magnussen Home president and chief executive officer. “Our market research has shown that a majority of consumers use the Web as a primary tool to shop for furniture and determine where to buy it in a retail setting,” Cook says. “This represents the next phase of our company as a consumer brand known for product, service and delivery that are beyond the expected.”

The Web site provides complete downloadable product catalog pages for hundreds of current products, including dimensions and materials. Magnussen Home collections include occasional, home accents, bedroom and dining room in styles that

– MORE –

Page 2, Magnussen Home Web Site Connects Consumers With Retailers

include casual contemporary, classic traditional, contemporary modern, country, rustic and transitional.

With the Web site's dealer locator, shoppers type in their postal code to find the nearest Magnussen Home dealers and a listing of product categories available at each store.

"The wide breadth of our product lines means our Magnussen.com site will be a valuable resource for consumers who are seeking a wide range of choices," Cook says. "In addition, people who already own furniture from Magnussen Home may use the site to find additional pieces of a group they already own or to seek new styles from a brand they trust and value. For retailers, it will be a delight to serve shoppers who walk into the store with printouts of the Magnussen Home products they're planning to buy."

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Magnussen Home Furnishings, Inc. designs, imports, and distributes medium- and upper-medium-priced occasional tables, accent furniture and case goods across all style categories for retailers around the world. The company brings more than 20 years of experience with offshore sourcing focused on quality control of state-of-the-art technology, workmanship, finishing and timely delivery. As a result, the Magnussen Express Program delivers products domestically within five working days to participating retailers in the United States and Canada.

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