



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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**MAGNUSSEN HOME REVOLUTIONIZES THE HOME ACCENT INDUSTRY
WITH THE NEW ACCENTS EXPRESS PROGRAM[™]**

HIGH POINT, N.C., OCTOBER 14, 2004 – As part of its plan to revolutionize the home accent furniture industry, Magnussen Home unveils it's new unprecedented quick-ship Accents Express Program, at the International Home Furnishings Market here, October 14-20.

The Accents Express Program promises to deliver home accents to participating retailers in the United States and Canada in just five working days, a practice that is unheard of in a segment of the industry marked by inconsistent product flow to stores.

“Magnussen Home is known for generating ideas and instituting programs that go beyond the expected,” says Jeff Cook, president and chief executive officer. “Very few companies are able to stock and quick-ship home accents. The Accents Express Program will truly set us apart from the crowd.”

Unlike case goods and upholstery, which are usually special ordered, home accent furniture is most often sold right off the floor.

“A consumer comes in, buys a great accent chest or planter and takes it home that day,” Cook says. “It may be weeks or months – if ever – before the store receives a replacement. The retailer is left with either an empty space or the time-consuming chore

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of rearranging the floor.”

With the Accents Express Program, the retailer simply reorders the item, and a replacement arrives within five days.

“With hundreds of home accent furnishings in our Magnussen Home, Cristina Ferrare Home Collections and Carolyn Kinder for Magnussen Home lines, we offer a wide assortment of home accent furnishings to suit any taste or design style,” Cook says. “The Accents Express Program will help spice up the sales floors of retailers of all sizes without costing them time or aggravation.”

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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 and Accents Express programs deliver products domestically within five working days to participating retailers in the United States and Canada.

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