



MAGNUSSEN[™]
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**SHOWROOM:
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**ESCAPE TO THE MAGNUSSEN HOME SHOWROOM
AND ENJOY THE WARMTH OF THE BILTMORE ESTATE HOLIDAYS**

HIGH POINT, N.C., OCT. 20, 2005 — Take a break from the hustle and bustle of Market and go home for the holidays with Magnussen Home. Celebrate in the grand style of the Vanderbilts at the International Home Furnishings Market, Oct. 20 through 26, as the company unveils Biltmore Estate For Your Home by Magnussen Home.

“We have recreated the Biltmore Estate holiday atmosphere,” says Jeff Cook, Magnussen Home president and chief executive officer. “Every year thousands of people flock to Biltmore Estate to visit the mansion and grounds majestically decorated for the holidays. This Market, we have brought that feeling of magic and merriment to our showroom.”

Marketgoers will delight in the beauty of fresh fir trees and wreaths and the enticing aroma of brewing wassail. They can enjoy holiday cookies, eggnog, gingerbread and candy canes, while listening to the Wally West six-piece band play festive holiday music. Holiday carolers will sing four-part harmony in the showroom as well as on the streets of Market. And visitors will take home Rudy, the stuffed reindeer, as well as Biltmore Estate visit planner books.

In addition to the festive atmosphere, Magnussen Home has planned several

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special events and displays.

- Throughout market, a priceless Renoir painting and other heirlooms on loan from Biltmore Estate will be on display as Biltmore Estate tour hosts offer tidbits about America's largest private home.
- Bill Cecil, Jr., great grandson of the legendary George W. Vanderbilt, will be in the showroom Wednesday afternoon, Oct. 19, to chat with visitors.
- Biltmore Estate Chef Michael Gonzalez will be on hand to offer holiday entertaining ideas.
- Artist Theresa Pennington, whose work includes scenes from Biltmore Estate, will paint and sign autographs on Wednesday, Oct. 19 from 9 a.m. to 4 p.m.
- Biltmore Estate chefs will decorate a gingerbread replica of the Biltmore House. Each day, Wednesday through Friday, they will add more decorations to the incredible 100-pound gingerbread Biltmore Estate constructed and displayed at the Biltmore Estate during the holiday season.
- The Biltmore Estate For Your Home entrance will feature a fireplace with a plasma screen telling the Biltmore Estate story.
- Market guests can have their photos taken before a Biltmore Estate background.
- Market guests can enjoy refreshments in the Café Cristina.
- Lunch will be served daily in the Magnussen Home Café and will highlight menu entrees reminiscent of the holidays.

In addition to wreathes, poinsettias and other holiday décor the Biltmore Estate showroom will be divided into four themed areas: the Conservatory, Mrs. Vanderbilt's bedroom, the Library, and Mr. Vanderbilt's bedroom. Though they are not actual reproductions of the rooms seen at Biltmore House, each area provides a sense of the grand Vanderbilt summer home.

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The Accents Express Showroom, a showcase for Magnussen Home's innovative home accents program, projects the feeling of an eclectic Parisian market. Colorful wall treatments, textured walls and an enticing array of home accent furniture will provide plenty of design inspiration.

Overall, the Magnussen Home showroom offers a festive flavor to celebrate the excitement created by newest collections.

"We wanted to create a comfortable, inviting atmosphere where our retailers can escape the mayhem of Market," Cook says. "We are celebrating beautiful new collections from Magnussen Home, Biltmore Estate for Your Home and Accents Express. And, we're looking forward to having our Market guests celebrate with us."

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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. Magnussen Home licensing partners are Cristina Ferrare Home Collections, Carolyn Kinder For Magnussen Home and Biltmore Estate For Your Home by Magnussen Home.

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