



La-Z-Boy Expands Product Offering with New Fashion-Forward Styles; Upgrades to Premier Construction for All Stationary Pieces

HIGH POINT, N.C. (April 9, 2015) — The fashion world is always creating new ways for us to look beautiful and stay that way. Now, La-Z-Boy, maker of the world's most comfortable furniture for more than 85 years, is creating new ways for our homes to do the same, with an expanded range of furniture styles that not only feel comfortable, but also look beautiful and stay that way, year after year.

Introducing an even broader product offering to appeal to a wide range of consumers, La-Z-Boy will showcase 18 new products at High Point Market this month. Some of the new on-trend styles include the:

- Sleek, contemporary silhouette of the Jax recliner;
- Plush comfort of the Tyler reclining sofa;
- Fresh, casual appeal of the Rachel sofa;
- Soft elegance of Signature Leather pieces;
- Slim-lined proportions of the sophisticated Urban Attitudes collection, including the new mid-century modern Rave sofa; and
- New Designer's Choice accent pieces offering "jewelry" for any room.

All of the new pieces are designed to transform any space with a fresh, personalized design.

In addition, La-Z-Boy is introducing a new premium seating upgrade on all premier stationary furniture. ComfortCore® GEL features seven layers of comfort, including zoned cushion technology, Memory Foam and GEL-infused Memory Foam. The zoned technology offers softer support to ease pressure behind the knees and firmer support at the back for softness without sagging. In addition, the Memory Foam conforms to a body's curves, allowing muscles to relax and rejuvenate, and GEL-infused Memory Foam adds support when a body needs it most. The optional upgrade enables consumers to raise their support level with cushion comfort that's right for them.

"At La-Z-Boy, we pride ourselves on producing high-quality, stylish, customizable furniture that not only looks good but is comfortable for you. With our expanded offerings, we've taken a cue from the latest fashion trends to bring consumers even more choices for colors, patterns, fabrics, leathers and mixed materials, plus new, modern proportions and construction features to update homes with style," says Paula Hoyas, vice president of merchandising for La-Z-Boy.

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New to the Urban Attitudes Collection: Sophisticated styling for small spaces

- **Rave Sofa**
Joining La-Z-Boy's successful Urban Attitudes collection of premium sofas, chairs and accents that are perfectly proportioned for urban living spaces, the Rave Sofa brings a Mid-Century modern influence that makes for a stylish statement piece. The sofa's square tufted back stays tidy, yet comfy, with flared legs and arms balanced on a wood base.
- **Designer's Choice Accent Pieces**
Also new to the Urban Attitudes collection is La-Z-Boy's selection of Designer's Choice accent pieces to accessorize the home like fine jewelry. Products include:
 - **U-Turn:** A small scaled round ottoman offering both style and storage for small spaces
 - **Nolita:** A petite, armless slipper chair perfect for placing in pairs
 - **Edge:** A modern, mixed media wood/fabric chair with an artistic flair
 - **Moscato:** A fresh take on the wing chair, with small brass nailhead trim and dual fabric cover combinations

New to the Stationary Category: Fashionable comfort and Premier Construction

- **Rachel Stationary Sofa**
A classic two-over-two, deeper-seat sofa refreshed for today's lifestyles, the Rachel is the epitome of casual comfort, with soft hairpin arms, deep T-seats, tapered legs and semi-attached backs. Also available as a queen or twin sleeper.
- **Blair Stationary Sofa**
Blair is the new, skirted version of La-Z-Boy's popular Natalie sofa, fulfilling a need for casual stationary styles. Its chameleon styling works either dressed up or down, and in formal or relaxed settings.
- **Premier Construction now standard on all Stationary products**
In addition to the new Rachel and Blair styles, all Stationary products — including the popular Laurel, Kennedy, Natalie and Madeline styles — feature Premier Construction. This includes fully padded outer arms, padded outer backs, down-proof ticking on all accent pillows, and ComfortCore® zoned cushioned seating, for long-term comfort and support.

New to the Signature Leather Line: Clean profiles and casual styling

- **Sierra Sofa**
With topstitching accents on the back, seat, top and outside arms, the Sierra sofa features a casual, two-over-two design.
- **Quade Reclining Sofa**
The contemporary design of the Quade reclining sofa features padded arms, single-needle topstitching details and super-soft leather.
- **Quest Accent Chair**
A contemporary chaise-style accent chair with topstitching frame details, the Quest design correlates perfectly with the Quade sofa group.
- **Augustus Accent Chair**
Designed to correlate with the Julius sofa group, the classic styling of the Augustus high-leg recliner also makes it a versatile choice for any room.

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New to the Recliner Category: Increased styling, thinner overall profiles

- **Casey Recliner**
With its uncomplicated, contemporary design, and slightly flared and rounded track arms, the Casey recliner is designed to appeal to the stylish consumer.
- **Tyler Recliner**
Those who crave leather looks will enjoy the plush, casual comfort of the Tyler recliner, featuring a semi-attached back, pillow-top arms, and a seat and footrest with a cascading "waterfall" chaise appearance.
- **Jax Recliner**
Sleek, contemporary styling, handsome topstitching accents, and a tall back that's perfect for those who want to rest their weary head, the Jax recliner doesn't compromise on style or comfort.
- **Beckett Recliner**
Featuring clean, modern styling, the Beckett recliner offers a popular high headrest that is reminiscent of auto seat designs, along with sleek arm pads and welt trim accents. Its slender profile allows for maximum seat width.

New to the Motion Category: Comfort, eye appeal and power-motion reclining

- **Tyler Reclining Sofa**
Matching the Tyler recliner, the Tyler reclining sofa features complementary comfort-seeking style with a semi-attached back, pillow top arms and a cascading waterfall-look seat.
- **Jax Reclining Sofa**
The Jax Motion reclining sofa is a three-seated companion to the Jax recliner with its clean simple lines, leather look and topstitching accents.
- **Beckett Reclining Sofa**
Available as either a reclining sofa or love seat with console, the Beckett Motion complements the Beckett recliner with its slender profile, high head roll, and a 330-mechanism for power motion reclining.

All of the latest La-Z-Boy selections will be on display April 18-23 at the La-Z-Boy showroom located in Space 103 of the Furniture Plaza Building in High Point, N.C. The furniture will be available soon at La-Z-Boy Furniture Galleries®, La-Z-Boy Comfort Studios® and anywhere genuine La-Z-Boy furniture is sold. More information is available at la-z-boy.com.

For more information, images and to schedule interviews, please contact Meredith Kish at Meredith.Kish@spongpr.com or 212.494.8687.

About La-Z-Boy

Headquartered in Monroe, Mich., La-Z-Boy has been producing some of the world's most comfortable furniture for over 85 years. The company manufactures a full line of comfortable products for the living room and family room, including the company's world-famous recliners, reclining sofas and love seats, sleep sofas, modular furniture and leather upholstery, as well as stationary sofas, love seats and chairs. It is a division of La-Z-Boy Incorporated (NYSE: LZB), one of the world's leading residential furniture producers, marketing furniture for every room of the home. *"Live Life Comfortably.®"*

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