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**FOR IMMEDIATE RELEASE**

**Stein World Expands Boulevard S. Motion Upholstery Line**

**Memphis, Tenn., October 17, 2015** – Stein World, the leader in home accent furnishings, comes to market this fall with new additions to its growing **Boulevard S.** motion upholstery collection. New introductions include fresh styles, additional leather cover options and new decorative topstitching patterns.

“Our Boulevard S. collection continues to resonate with consumers and dealers by delivering a motion product with a fashion-forward look at an excellent value,” says Donnie Lesley, Vice President of Merchandising and Marketing. “We’re also seeing a lot of success from our Power Lift™ Sofa model which integrates a power-lift mechanism in a stationary-style sofa frame.”

The revolutionary product design of the Power Lift™ Sofa incorporates a power-lift mechanism in a stationary-style sofa frame—addressing the absence in the marketplace of fashionable, on-trend furniture with mobility features. Until recently, mobility furnishings have been primarily limited to chairs and recliners, severely limiting the style and design options available to consumers. No longer relegated to ‘medical-looking’ furnishings, consumers can now decorate with stylish options such as *Aerin*, the debut Power Lift™ sofa model, which is available in 50+ leather and fabric options.

Boulevard S. also offers a warehouse stocking program featuring its best-selling sofa model in a choice of two fashionable leather covers, as well as its five top-selling motion chair models, also available in two leather covers.

The **Boulevard S.** collection is on display in its showroom at IHFC M537 at the High Point market.

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**About Stein World**

With the unique vision to change the way home accents are designed and marketed to today’s consumers, Stein World creates and delivers hand-painted home accents from around the world. Its designs are inspired by consumer lifestyles, fashion trends and interior design directions. From accent furniture to mirrors, chairs, lighting, occasional tables, and media consoles—its products can be found in more rooms of the home than any other. Its *Boulevard S.* brand delivers contemporary leather and fabric motion furnishings.

Headquartered in Memphis Tenn., Stein World operates a 350,000 sq. ft., state-of-the-art distribution center and ships its distinctive products to dealers across the United States and Canada. A leading pioneer of the furniture industry, Stein World is a third-generation furniture company with nearly 30 years of experience creating and delivering superior home furnishings. It shows and introduces products at major furniture markets including High Point (IHFC W447), Las Vegas (WMC A344), Atlanta (Bldg 1, 11th Floor, A10), and Tupleo (Bldg 6, Space 6018). For more information, visit steinworld.com.