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**HOOKER FURNITURE TO LAUNCH “YOUR WAY” HOME OFFICE & CASUAL DINING PROGRAMS AT FALL HIGH POINT MARKET**

**PROGRAMS DESIGNED TO ADDRESS CONSUMER NEED FOR MORE MULTI-FUNCTIONAL HOMES**

**MARTINSVILLE, Va.** – Designed with today’s consumer in mind, Hooker Furniture is set to launch its ***Your Way*** programs at the upcoming Fall High Point Market. The ***Work Your Way*** and ***Dine Your Way*** programs feature a variety of home office and casual dining products designed to easily transition the home into a multi-functional living space.

The *Work Your Way* program focuses on the new reality many consumers face as they continue to do much of their work from their homes. Available in five design styles, the program offers an assortment of key home office pieces for a variety of spaces – whether a dedicated executive home office or a more casual workstation. The *Dine Your Way* program includes a variety of casual dining tables and seating upholstered in performance fabrics. Responding to the many activities that are now done around the dining table – from meals to work to homework – the value-oriented program offers an assortment of styles with durability in mind for everyday use.

“Our new ‘Your Way’ programs were designed for our collective ‘new normal’ to truly take to heart how people are living, working and studying today,” said Alexandra O’Hare, vice president of merchandising for Hooker Furniture. “Homes across the country have turned into offices and classrooms, on top of their already important functions in everyday life. With the shifts that have taken place in how we all live, work, entertain and relax, finding home furnishings that offer flexibility, durability and value are more important than ever before.

 “The home office category has been essential in our product portfolio for decades and this new program will allow our dealers to take advantage of the recent uptick in demand for the category,” she continued. “Beyond home office, consumers are grappling with how to create multi-functional spaces for a variety of other activities that are now being done at home. ‘Dine Your Way’ helps address these with a selection of tables and durable seating options for today’s multifunctional homes.”

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HOOKER FURNITURE YOUR WAY PROGRAMS

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Within the five design styles in the *Work Your Way* program, three are fresh takes on some of Hooker Furniture’s most popular designs. The long-time best-selling *Corsica* bedroom and dining room group will now offer home office pieces in its Light Natural Acacia finish with reclaimed wood characteristics. *Bristowe* offers a fresh take on the popular *Archivist* Collection featuring American traditional style in a new Tuxedo finish, a casual black paint with touches of warm brown. *Sutter* is another updated familiar favorite that is crafted with hardwood solids in a distressed medium clear cherry finish called Claro.

Expanding one of the company’s more recent introductions, *House Blend* will be relaunched in an updated Dark Roast finish and extended to include executive home office pieces. The last style, *Burnham*, is a new design and offers a classic, contemporary look in Alder wood with a Grey Mink finish, modern flat black hardware and smoked glass doors.

Ranging in scale and functionality, all of the groups within *Work Your Way*  include an executive desk, a junior executive desk, a writing table, a lateral file, a credenza and hutch and a bookcase. Streamlining the shopping experience for both the retailer and the consumer, the majority of the item-types within the groups will retail for the same price across all five design styles.

The *Dine Your Way* program gives many of Hooker Furniture’s existing round dining and friendship tables a fresh, new look with the addition of 20 new dining chairs, bar stools and counter stools. The group includes the brand’s most tried and true dining styles with new price-conscious performance fabric dining chairs in a variety of finishes and styles including modern metal bases, traditional wood bases, fully upholstered chairs on casters, swivel chairs, bar stools and counter stools for friendship tables.

All of the new pieces will be on display at Hooker Furniture’s High Point showroom, space C-1058 of the International Home Furnishings Center.

Founded by the Hooker family in 1924, Hooker Furniture Corp. is a designer, marketer, manufacturer and importer of case goods, leather furniture and fabric-upholstered furniture for the residential, hospitality and contract markets. The company also domestically manufactures premium residential custom leather and custom fabric-upholstered furniture through its Bradington-Young and Sam Moore Furniture brands. It is ranked among the nation's largest publicly traded furniture sources, based on 2016 shipments to U.S. retailers, according to a 2017 survey by a leading trade publication. Hooker Furniture’s corporate offices and upholstery manufacturing facilities are located in Virginia and North Carolina, with showrooms in High Point, N.C., and Ho Chi Minh City, Vietnam. The company operates eight distribution centers in North Carolina, Virginia, California and Vietnam. For more information, please visit hookerfurniture.com.

-30-