

Media Contacts

Mark Mannon
(714) 995-4800
mmannon@exemplis.com

Exemplis Corporation Expands its Operations *Strategic expansion into China and a larger manufacturing plant supports profitable growth in a down economy*

Cypress, Calif., June 2, 2009 — [Exemplis Corp.](#)[™], a leading U.S. designer, manufacturer and distributor of trusted furniture brands [SitOnIt Seating](#) and [IDEON](#)[™] announces its enhanced operations and co-development initiatives in China and a move to a fully automated manufacturing facility in Buena Park, Calif.

"The strategic expansion supports Exemplis' ability to stay profitable and competitive in a tough economy," said Paul DeVries, CEO of Exemplis. "We're proud of the fact that Exemplis remains debt-free, but has out-performed the industry and leading furniture brands during the first quarter of 2009. This solid performance is a direct result of making the right decisions at the right time, and our latest efforts will only help continue that momentum."

The 225,000-square-foot manufacturing plant in Buena Park consolidates personnel, manufacturing and warehousing operations into a single facility, resulting in significant transportation efficiencies, increased automation and reduced overall costs. The facility's larger footprint also provides more capacity for growth of new and existing products, and offers a prime location in Southern California for improved supply-chain access. Likewise, Exemplis' new strategic relationships in China will cut material costs and enhance co-development efforts which will help the company deliver higher quality seating designs at even more affordable prices.

Bracing for a Tough Economy

At the first sign of economic downturn, Exemplis took decisive and immediate actions to cut costs in order to scale back and right-size the company. The company cut spending, programs and staff to a level that would deliver profit despite a dire economic forecast. As a direct result, Exemplis has out-performed the industry and is poised for market share gains and growth.

While right-sizing, Exemplis focused on strengthening China operations, establishing the new manufacturing facility and most importantly product design. The increased focus to produce an enhanced design has resulted in the introduction of four new chair lines that deliver high design, full body support, diverse aesthetic options and comfortable ergonomics at affordable price points. SitOnIt Seating's new [Focus](#)[™] and [Messenger](#)[™] chairs offer a clean design with ergonomic comfort for the desk or boardroom, while the [Volley](#)[™] and [Social](#)[™] are essential multipurpose flex and side chairs. These chair lines offer versatile and affordable choices for a wide range of education, hospitality, healthcare and corporate environments. The four new chair lines began shipping in April and will be shown at [NeoCon 2009](#) (Booths 1157-1158) on June 15-17, 2009 in Chicago.

“We recognize that our dealers must be successful in order for us to be successful, and to meet that need, Exemplis invests a huge amount of time and effort to help these partners fulfill customer needs and get the sale,” added DeVries. “The company’s legacy of providing profitable chairs, excellent service, quick delivery and choice is a unique asset to Exemplis’ dealers.”

Earlier this year, Exemplis also announced a new partnership between SitOnIt Seating, IDEON and Maharam, a renowned manufacturer of commercial textiles, as well as the addition of three new fabric cards. This partnership and fabric card extension further leverages the company’s mass-customization model by offering diverse choice to customers in addition to quick delivery.

About Exemplis™ Corporation

Exemplis Corp. is a leading U.S. designer, manufacturer and distributor of contract furniture for commercial, healthcare, hospitality and office markets. Its trusted brands include market share leader [SitOnIt Seating](#) and [IDEON™](#). Customer driven innovations is what led Exemplis to introduce its build-to-order business model delivering highly customized, high-quality products to our customers quickly and affordably. The company is headquartered in Cypress, California. Learn more at www.exemplis.com.

#