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## **SitOnIt Seating® Recognized with Acclaimed OFDA Dealers Choice Manufacturer of the Year Award**

**Cypress, Calif., July 10, 2008** — SitOnIt Seating, mid-market task seating leader, was presented with the OFDA Dealers Choice Manufacturer of the Year Silver Award. This is the second time that SitOnIt Seating has been recognized by this organization bringing home the bronze title in 2003.

The annual OFDA Dealer's Choice awards are presented to aligned and non-aligned manufacturers for their commitment and outreach to the dealer channel. The winning manufacturers were determined by the results of the Association's sixth annual OFDA Dealer Manufacturer Satisfaction Index Survey, a dealer poll designed to recognize best of class performance and topics of concern for the dealer community.

The survey asked dealers to evaluate up to four of their manufacturer business partners in various key categories including training, product lines, service and support, sales and marketing, management, and technology.

"OFDA is pleased that SitOnIt Seating has earned the Silver Non-Aligned Manufacturer of the Year Award, which showcases their continued strong dedication to the office furniture dealer community. This award is based on a range of key areas of dealer support: product lines, management, technology and training," stated Mark Eley, 2008 OFDA Chairman and CEO of ID&A. "We look forward to SitOnIt's continued support of OFDA. My personal congratulations to them!"

### **About OFDA**

The Office Furniture Dealers Alliance (OFDA) is an industry association for office furniture dealers. Membership is comprised of leading dealerships and the manufacturers, technology vendors and diverse service providers who support their success. OFDA's mission is to foster growth and improve profitability among the independent US and Canadian office furniture dealers and their key business partners through delivery of leading edge performance benchmarking, management education and online resources and implementation tools.

[www.ofdanet.org](http://www.ofdanet.org)

### **About SitOnIt Seating**

SitOnIt Seating®, founded in January 1996, is a mid-market brand of ergonomic task, conference, executive and side seating. The brand has redefined the

contract seating industry with its Mass Customization business model, which combines operational excellence with build-to-order manufacturing and world-class design. This approach enables SitOnIt Seating to customize, build and deliver task, executive and conference seating within two to five business days. Headquartered in Cypress, Calif., SitOnIt Seating is a brand of Exemplis Corp. and ships more than 600,000 customer-designed chairs annually. Visit online at [www.sitonit.net](http://www.sitonit.net).

**About Exemplis Corp.**

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®, Instant Seating® and IDEON™. Customer-driven innovation is what led Exemplis to introduce its build-to-order business model, delivering highly customized and high-quality products to customers quickly and affordably. In 2007, Managing Automation magazine named SitOnIt Seating to its Progressive 50 list, recognizing Exemplis' build-to-order model as a core strategic advantage of the company. Exemplis develops brands that provide customers with compelling value propositions for their unique markets. The company is headquartered in Cypress, Calif. Learn more at [www.exemplis.com](http://www.exemplis.com).

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