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**Serta<sup>®</sup> partners with Hughes Furniture Industries**

*Mattress giant announces comprehensive licensed upholstered furniture line*

Hoffman Estates, IL – *October 11, 2010* Serta International and Hughes Furniture Industries announced today that the companies are entering into a long-term, broad-based agreement to license Hughes stationary and motion upholstery under the Serta brand name. The Serta upholstery program encompasses stationary sofas, love seats, chairs and ottomans, as well as sleepers, recliners and other motion upholstery in a full range of upholstery fabrics.

Furniture will be produced in Hughes' eight manufacturing facilities which take product from lumber processing and frame construction through foam cutting and gluing, to assembly. Hughes Furniture and its subsidiary, Motion-Eaze maintains all production, warehousing and distribution in the United States.

"By working closely with Serta and its powerful brand name, we believe we can significantly grow our business in the next few years," says Hughes Furniture Industries President Bruce Hughes.

As part of this agreement, Hughes will continue to sell products to key top 100 retailers through a well-trained team of in-house sales managers, national account executives and independent representatives.

"The Hughes Furniture approach to efficient manufacturing and comprehensive quality control in the construction of a comfort-focused product meshes very well with Serta's philosophy," explains Serta President Bob Sherman. "We're very pleased to be working with a company that's so well-respected in the industry."

Hughes is presenting its first Serta-branded products during this High Point Market in the company's 258 S. Main Street showroom.

### **About Serta**

Serta is a bedding brand leader and manufacturer of the best-selling premium mattress in America, The Serta Perfect Sleeper<sup>®</sup>, the upscale Perfect Day<sup>®</sup> collection and the elegant Vera Wang by Serta<sup>®</sup> Collection. For more information, visit [www.serta.com](http://www.serta.com). As the leading provider of mattresses to the hospitality industry, Serta partners with hotel groups such as Hilton Hotels, Marriott, Intercontinental Hotels Group, Bellagio Hotel, Wyndham Hotels, Omni Hotels, Choice Hotels, Accor Hotels and many more.

Headquartered in Hoffman Estates, Illinois, Serta has 23 U.S. and four Canadian manufacturing plants. In addition, Serta is distributed internationally in 60 other countries. With its worldwide network, Serta is able to respond quickly to customers' needs while still preserving strict control standards to ensure the highest quality products.

### **About Hughes Furniture Industries**

Hughes Furniture Industries, headquartered in Randleman, North Carolina, is a family-owned business founded in 1989. The company manufactures high-quality, value-priced upholstered furniture in the United States through its eight manufacturing facilities located in North Carolina. Hughes is currently under contract on a new distribution center. Once completed, the company will house over one million square feet of manufacturing and warehouse space.

Hughes Furniture Industries, which sells to furniture retailers and distributors in the medium to moderate price range, produces a full line of stationary and motion upholstery, including sofas, love seats, chairs, ottomans, sleepers and recliners. The Hughes motion upholstery products are housed in the company's Motion-Eaze division.

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