



In Style. In Reach.™

Press Release

Date: August 18, 2005

From: Ashley Furniture HomeStore (Calgary)

Ashley Furniture HomeStore in Calgary is pleased to announce its New Store and is excited to unveil its new 27,000 square foot showroom located on Heritage Gate SE.

The showroom is certain to inspire the decorator within all of us. The interior architectural design includes a water effect, three floor-to-ceiling fireplaces, walls with faux painting and textures, and beautiful room settings down to the final detail of table lamps and area rugs.

Chuck Spang, President of the Ashley HomeStores, Ltd., said, "Our goal is to change the way people shop for furniture forever and with the new look and feel in Calgary, we are well on our way to achieving that goal. From the moment you enter this beautifully decorated store, you will notice the difference."

Ashley Furniture HomeStores provide many styles and selections at their famous Ashley Direct Prices, translating into real savings to the customer. Add to that the spectacular finance promotions, and you come up with furniture deals that are hard to beat.

The HomeStore also features a "Fun Zone", a place for children to have a little fun and to try out the selection of kids' desks, bunk bed and dressers. There will be plenty of toys, coloring books and video games to help make the shopping experience a little easier on both the kids and their parents.

In the "Refresh and Relax" area, furniture shoppers can take some time to sit down to complimentary refreshments and snacks to think about the huge array of furniture and accessories that surround them.

Ashley Furniture HomeStores only sell furniture from Ashley Furniture Industries, Inc., which is the second largest furniture manufacturer in the United States and the number one selling brand of home furniture in the US. Established in 1945, Ashley has evolved into one of the most complete furniture lines in the furniture industry. The lines now include bedroom, dining room, casual dining, upholstery, motion upholstery, leather, leather match, occasional tables, entertainment centers, home office, youth bedroom, recliners, curios, mattresses and accessories.

The first Ashley Furniture HomeStore opened in Anchorage, Alaska in 1997. There are currently 186 HomeStores in North America.

Stop in and find out why they say, "You're gonna love this place!"

For more information call Bill King at 204-989-9898.