



## **NEWS RELEASE**

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### **LA-Z-BOY INCORPORATED AND STEINHOFF INTERNATIONAL HOLDINGS LIMITED ANNOUNCE JOINT VENTURE IN EUROPE** **La-Z-Boy Europe Formed**

MONROE MI Dec. 4, 2001 – La-Z-Boy Incorporated (**NYSE, PCX: LZB**) the leading manufacturer of upholstered furniture in the United States, announced today that it has entered into a joint venture with the Steinhoff Group, one of the largest household goods manufacturers in Europe, Australia and Southern Africa. The resulting new company, La-Z-Boy Europe, will design, manufacture, market and distribute motion furniture throughout Europe and will be headquartered in the Netherlands, initially utilizing Steinhoff’s manufacturing operations based in Germany. While a managing director has yet to be named, Ralph Rengshausen of Steinhoff and Thomas F. Zollar of La-Z-Boy have been appointed acting executive directors of the new company.

“This is a great marriage of industry leaders with complementary strengths,” said Gerald L. Kiser, president and chief executive officer of La-Z-Boy Incorporated. “By combining our marketing savvy and the power of the La-Z-Boy brand with Steinhoff’s strong manufacturing and distribution capabilities, we believe we will maximize the opportunities available in the European marketplace.” Bruno Steinhoff, executive chairman and founder of Steinhoff International Holdings Limited from Westerstede, Germany, added, “We are delighted to have entered into this joint venture with La-Z-Boy Incorporated to provide European consumers with top quality products under the world-known La-Z-Boy brand name.”

The first La-Z-Boy Europe collection of motion furniture will feature an extensive selection of recliners designed specifically for the European market. The innovative collection, targeted to please youthful, design-oriented tastes and classic-modern tastes, will be available in both fabric and leather, and will be introduced at the Cologne Furniture Fair in Germany in January 2002.

With annual sales in excess of \$2 billion, La-Z-Boy Incorporated is one of the world’s largest residential furniture producers, with manufacturing operations in ten American states and four foreign countries. The La-Z-Boy Incorporated family of companies produces furniture for every room of the home and office under the brand names Alexvale, American Drew, Bauhaus, Centurion, Clayton Marcus, England, Hammary, HickoryMark, Kincaid, La-Z-Boy, La-Z-Boy Contract Furniture Group, Lea, Pennsylvania House and Sam Moore. And, under the American of Martinsville brand name, La-Z-Boy is also a leading manufacturer of contract furniture for the hospitality and assisted-living markets. The La-Z-Boy Incorporated distribution network of proprietary retailers includes approximately 300 stand-alone La-Z-Boy Furniture Galleries® stores and more than 300 La-Z-Boy in-store furniture galleries. La-Z-Boy’s stock is traded on the New York and Pacific stock exchanges under the trading symbol: LZB. Additional information on the company is available at [www.lazboy.com](http://www.lazboy.com).

The Steinhoff Group, founded in Westerstede in 1964, currently has more than 90 production sites and more than 21,000 employees worldwide, and concentrates on the manufacture, sale and distribution of household good and raw materials, manufacturing primarily in emerging markets with sales and distribution in developed markets. The group produces and distributes household goods in 15 countries and exports to several others. Total revenue for the year ended June 30, 2001 was Euro 855, of which the European operations contributed 60 percent, and Africa and Australasia contributed 40 percent.

The group recently acquired the top-rated listed UK, Relyon Group which predominantly manufactures beds under highly recognized brand names in the UK and The Netherlands, including Pritex, a foam converting facility supplying the furniture, automotive and aviation industries. Steinhoff also entered into a strategic alliance in Australia with top furniture retailer Freedom Group Limited, and created Steinhoff Pacific, which is now the largest furniture manufacturer in Australia. The success of the Steinhoff group is further enhanced by its strategic alliances with its major customers.

“We believe La-Z-Boy Europe will put us in the position to provide selective customers with additional branded products and support on an exclusive basis,” said Markus Jooste, group managing director. Steinhoff International is listed on the JSE Securities Exchange South Africa in Johannesburg under the code SHF and ISIN code ZAE000016176. Additional information on Steinhoff is available at [www.steinhoffinternational.com](http://www.steinhoffinternational.com).

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