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**LA-Z-BOY FURNITURE GALLERIES ADVERTISING NAMED BEST BY  
RETAIL ADVERTISING AND MARKETING ASSOCIATION**  
Campaign Earns Two RAC Awards

MONROE, Mich., March 3, 2003 – La-Z-Boy and its La-Z-Boy Furniture Galleries® advertising campaign were honored with two Gold Retail Advertising Conference (RAC) awards from the Retail Advertising and Marketing Association (RAMA). La-Z-Boy was honored in the “Specialty Retailer” category for the best overall television campaign and best television image or positioning ad.

The award-winning campaign showcases the diversity and style available at La-Z-Boy Furniture Galleries via a fast moving series of lifestyle vignettes featuring fashionable furnishings and fun, confident individuals all tied together by hip, upbeat music.

“These spots are a perfect reflection of what the new La-Z-Boy brand and our new generation La-Z-Boy Furniture Galleries are all about. They’re fun; they’re hip; and they’re stylish,” said Doug Collier, vice president of marketing for La-Z-Boy. “We are certain that these ads will be as successful as our national campaign in enhancing the brand identity of our Furniture Galleries stores among our target audience.”

The Furniture Galleries retail ads are an extension of the La-Z-Boy “New Look of Comfort” campaign, which won a silver EFFIE award in 2002. Both campaigns

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aim to expand the company's image from the world's leading producer of reclining chairs to a provider of stylish, varied furniture for any décor.

The RAC awards were presented at the annual RAMA awards dinner during the Retail Advertising Conference on February 5 at the Chicago Hilton. Winners were chosen by a panel of leading experts and judged on the basis of creativity, concept, brand consistency, execution and results. More than 600 entries from around the world competed for the annual RAC awards. Other Gold Award winners included such retail giants as Target, Toys'R'Us, Kohl's, and Circuit City.

“The RAC awards are a prestigious honor, and we are proud to be in such great company, with winners like Home Depot and Target,” said Collier.

Both the “New Look of Comfort” and La-Z-Boy Furniture Galleries campaigns were created in conjunction with the company's agency of record, Doner of Southfield, Mich.

Headquartered in Monroe, Mich., La-Z-Boy is the nation's largest single manufacturer of upholstered furniture and the world's leading producer of reclining chairs. The company manufactures a full line of products for the living room and family room, including the company's world-famous recliners, reclining sofas and love seats, sleep sofas, modular furniture and leather upholstery, as well as stationary sofas, love seats and chairs. It is a division of La-Z-Boy Incorporated (NYSE, PCX: LZB), one of the nation's largest manufacturers and marketers of furniture.

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