



## **NEWS RELEASE**

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### **LA-Z-BOY NAMES COLLIER CHIEF MARKETING OFFICER**

MONROE, MI. December 10, 2004 – La-Z-Boy Incorporated (**NYSE, PCX: LZB**) today announced that Doug Collier has been named Chief Marketing Officer for the corporation. In addition to his current and primary role as Vice President, Marketing and Furniture Galleries Development for La-Z-Boy Residential, Collier will be responsible for coordinating La-Z-Boy brand initiatives globally throughout the corporation. He will also work to drive marketing efficiencies and best practices across the entire organization. In his CMO role he will report to Kurt L. Darrow, President and CEO of La-Z-Boy Incorporated, while continuing to report to Steve Matlock, Senior Vice President – Sales & Marketing for his La-Z-Boy Residential responsibilities.

Commenting on the announcement, Darrow said, “Doug has provided valuable new perspectives to La-Z-Boy since joining the company two years ago, continuing to successfully broaden and expand the power of the La-Z-Boy brand. One example is our successful partnership with Todd Oldham which convinced countless new customers to look at La-Z-Boy in a new light. His experience in marketing and consumer brand management, together with his strategic and leadership skills, makes him well suited to drive our corporate marketing efforts.”

Prior to joining the company in 2002, Collier was senior vice president of marketing and product management for Iomega Corporation, a manufacturer and marketer of computer peripherals based in Roy, Utah. He also had responsibility for Iomega’s European and Asian operations. Previously Doug was general manager of fittings and director of marketing and e-business at NIBCO, a privately held manufacturer of flow control products located in Elkhart, Indiana. He also spent several years in product management and business development with Whirlpool and GE Canada in the US, Canada, and Europe.

He earned his Bachelor of Science degree at the University of Manitoba in Winnipeg, MB, and his MBA at the University of Toronto in Toronto, ON.

#### **Background Information**

With annual sales of \$2 billion, La-Z-Boy Incorporated is one of the world’s leading residential furniture producers, marketing furniture for every room of the home and office, as well as for the hospitality, health care and assisted-living industries. The La-Z-Boy Upholstery Group companies are Bauhaus, Centurion, Clayton Marcus, England, La-Z-Boy, La-Z-Boy Contract and Sam Moore. The La-Z-Boy Casegoods Group companies are American Drew, American of Martinsville, Hammary, Kincaid, Lea and Pennsylvania House. Additional information is available at <http://www.la-z-boy.com/>

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