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LA-Z-BOY FURNITURE GALLERIES® STORE OPENS IN PALM HARBOR, FLORIDA

MONROE, Mich., February 13, 2004 – La-Z-Boy, the nation’s leading manufacturer of upholstered furniture, has announced the opening of a La-Z-Boy Furniture Galleries® store in Palm Harbor, Fla., located at 30990 U.S. Hwy. 19 N.

The new 13,403-square-foot store features the full selection of stylish La-Z-Boy® furniture, beautiful accent pieces, and a professionally staffed design center to help customers put it all together.

“La-Z-Boy offers furniture for any home, whether you are looking for something contemporary or classic, casual or traditional,” said Brad Boice, store owner. “The style, quality and comfort of La-Z-Boy furniture combined with the design expertise and customer service we provide make an easy, enjoyable furniture shopping experience for any customer.”

More Than Recliners

La-Z-Boy Furniture Galleries feature the entire selection of La-Z-Boy furniture offerings, including the company’s world-famous recliners, along with motion sofas, sleep sofas, sectionals, stationary sofas and chairs, and leather upholstery.

Organized in “galleries” – including a Living Room Gallery, Family Room Gallery, Sleep Sofa Gallery, Leather Gallery, and, of course, a Recliner Gallery – the furniture at La-Z-Boy Furniture Galleries stores is displayed in vignettes complete with

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occasional and accent furnishings by La-Z-Boy subsidiaries, along with a dramatic selection of decorative accents, including lamps, area rugs, wall art and accessories, all available for sale.

Professional Design Assistance

Every La-Z-Boy Furniture Galleries showroom is built around a La-Z-Boy Design Center, which is staffed by design consultants and was created to provide customers with inspiration, answers and helpful assistance. Included in the design area is the La-Z-Boy Screen Test® system, which allows customers to design their own furniture by rendering any La-Z-Boy product in their choice of hundreds of fabric and leather covers.

“Emphasizing design and style, the La-Z-Boy Furniture Galleries exemplify our direction for the future of La-Z-Boy,” said John J. Case, president of La-Z-Boy. “By providing our customers with design assistance and an enjoyable shopping experience, we are going beyond offering exceptional products by giving them complete solutions for their homes.”

Making the shopping experience even more family-friendly, these stores feature a wide circular pathway for easy navigation for families with children and strollers. Eye-catching signage guides shoppers through the store, directing them to the various galleries and providing meaningful information along the way. And, there is even a

NEW LA-Z-BOY FURNITURE GALLERIES – Add two

fun, interactive and educational play station in the Design Center area to entertain young children while parents work with the store design consultants to create the rooms of their dreams.

Headquartered in Monroe, Mich., La-Z-Boy is the nation's largest manufacturer of upholstered furniture and the world's leading producer of reclining chairs. It is a division of La-Z-Boy Incorporated, one of the nation's largest furniture manufacturers and marketers.

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