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**LA-Z-BOY RESIDENTIAL REORGANIZES SALES, MARKETING AND RETAIL
TEAMS TO DRIVE GROWTH**

New Structure Will Add Efficiencies for Better Communication and Execution

MONROE, Mich., October 7, 2004 – La-Z-Boy Residential has realigned its sales and marketing structure to drive improved integration, emphasize growth and better leverage the talents of key sales and marketing leaders.

“Our new structure will improve the integration of our total sales and marketing team with our retailers and sales representatives, ensuring that we continue to enhance the service our consumers have come to expect from La-Z-Boy,” said Steve Matlock, senior vice president of sales and marketing.

Sales and Merchandising

Greg White, formerly vice president of merchandising with responsibility for merchandising and display planning, will assume responsibility for sales, as **vice president of merchandising and sales** and will report to Matlock.

“Greg and the merchandising group have always worked closely with our sales organization to develop product which meet and exceed the expectations of our consumers,” said Matlock.

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“By integrating our sales and merchandising functions, we will enhance the interaction between retailers, sales representatives and merchandising to ensure that we continue to create products that win in the marketplace.”

White started with La-Z-Boy in 1988 as a customer service coordinator. In 1990 he joined the merchandising department and in 1993 was promoted to Stationary Upholstery Product Manager. He assumed responsibility for the entire merchandising team in 1997.

As part of the new structure, the regional sales managers have been promoted to regional sales vice presidents. They will report to White and in their newly expanded roles, and will have broader responsibility for driving profitable growth in their respective regions.

The regional sales vice presidents include:

- Ron Balzer, Canada
- David Jones, Northeast region
- Doug Kinde, North Central region
- Boyd Lauritsen, Western region
- Al Matthews, South Central region
- Chip Stewart, Southeast region

The Midwest region position will be named in the near future.

Marketing and La-Z-Boy Furniture Galleries® Operations

As part of the reorganization, **Doug Collier**, formerly vice president of marketing, takes on additional responsibility as **vice president of marketing and Furniture Galleries development**. In this role, Collier will continue to manage all La-Z-Boy Residential marketing activities, and assumes responsibility for management of the Furniture Galleries program, including display planning, retail process development, and

continuous improvement of the Furniture Galleries system. Collier reports to Matlock. In related changes, **Mark Wagner**, formerly director of retail marketing, has been promoted to **director of Furniture Galleries Excellence and marketing**. In his new role Mark will manage marketing and overall program development for the La-Z-Boy Furniture Galleries network and will lead the effort to continuously improve the performance of the total system. **Jennifer Sievertsen**, formerly director of brand marketing, has been named **director of brand and retail marketing**. She will manage national branding efforts as well as retail marketing for La-Z-Boy's non-Furniture Galleries dealer structure. Both Sievertsen and Wagner report to Collier.

“Doug and his team have done a great job of building the La-Z-Boy brand with our consumers through our national brand activities and by providing strong retail marketing tools to our retailers,” said Matlock. “I am confident that our marketing team will be equally successful as they become more involved with our retail program.”

Collier joined La-Z-Boy in 2002 with 12 years of product management, business development and marketing experience at Iomega Corporation, Whirlpool Corporation and GE Canada (CAMCO).

Retail Group

In addition to the numerous independently owned and operated Furniture Galleries stores, La-Z-Boy is increasing its focus on its network of company-owned retail stores to maximize its growth potential. The current growth of the La-Z-Boy Retail Group, coupled with future expansion plans, necessitated organizational changes and additional personnel. **Mark Wiltshire**, formerly vice president of sales for Canada, has

been named **vice president and general manager, La-Z-Boy Retail Group**. Wiltshire is responsible for managing and growing the network of company-owned La-Z-Boy Furniture Galleries stores and will report to Matlock.

Wiltshire has been with La-Z-Boy Canada since 1997. Prior to joining La-Z-Boy, he served as a merchandise manager for Cantrex Group, and also worked on the retail side of the business, with Leon's Furniture as well as with his family-owned furniture chain in Western Canada. Wiltshire will relocate to Monroe, Mich. from Toronto.

Blaine Stout, currently vice president and general manager of La-Z-Boy retail, will assume the newly created position of **vice president of La-Z-Boy Retail Operations**. Stout will manage the integration of new retail markets as well as work to drive operational improvements in all of the existing markets.

Added to the La-Z-Boy Retail Group is **Donovan Svenby**, who will assume the newly created position of **director of marketing and merchandising**. Svenby will coordinate marketing and merchandising for the company-owned La-Z-Boy Furniture Galleries stores. Svenby has been with La-Z-Boy for nine years and most recently served as the Midwest Region Sales Manager La-Z-Boy Residential. Prior to that Svenby spent many years in retail as upholstery merchandiser of Weberg's retail chain. Both Svenby and Stout will report to Wiltshire.

“The rapid growth of La-Z-Boy’s company-owned retail markets is a key piece of our strategy for growth,” said Matlock. “Mark, Don, and Blaine bring a wealth of La-Z-Boy experience to their new responsibilities, which combined with their successful and extensive retail backgrounds will ensure our success as we aggressively open and integrate more stores into our network.”

About La-Z-Boy

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 its 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, one of the nation's largest furniture manufacturers and marketers.