



**Exemplis™ Corporation Launches
IDEON™ Brand of Upscale Lounge Seating + Tables**

*New Line Extends Company Offering; Provides Interactive Tools that Redefine,
Streamline and Accelerate the Furniture-Design Process*

Cypress, Calif., April 30, 2008 — Exemplis Corp., makers of SitOnIt® Seating, the top selling brand of midmarket task seating, announced the launch of its newest furniture brand: IDEON. This line of upscale furniture boldly extends the company's offering by providing high-quality, stylish lounge seating + tables for the contract furniture market quickly and consistently. The design platform, combined with flexibility, technology and speed, revitalizes the way designers and dealers specify furniture.

Stylish, functional, warm and inviting—the IDEON line sets the standard for great taste in every project and displays attention to detail at every turn. Whether designers want a look that's "quirky and casual" or "posh and sophisticated," IDEON is a top choice for any project, looks good and sits delightful.

"IDEON is much more than a brand; it's a new way to design, specify and order lounge seating and tables," said Paul DeVries, CEO. "It delivers creativity, value and ultimate responsiveness to furniture design—offering dealers and designers more control over specifications and a whole new way to turn their visions into beautiful reality. Our online customization + design process, combined with our precision craftsmanship and 10-day standard lead time, truly represents innovative thinking—and an unprecedented value proposition to the industry."

The IDEON brand exemplifies:

- **Design creativity** – Designers can choose from a wide array of shapes, sizes, fabric options and edge treatments—creating the exact look they want in just minutes.
- **Business efficiency** – Designers can streamline their processes and become more productive, which makes life easier.
- **Environmental responsibility** – IDEON manufacturing processes were designed from the ground up to minimize environmental impact through

lean processes, waste management and recycling of raw materials. The entire seating line is GREENGUARD certified, and a unique rail system allows for modular assembly and in-field retrofits, which extends the life, investment and sustainability of the product.

With IDEON, designers and dealers can choose from a wide array of seating and table options, including:

- Composium Collection – Provides a canvas to create furniture unsurpassed in comfort and durability without sacrificing aesthetics.
- Visit Collection – Offers specialized and unique design elements perfectly suited for more contemporary social gathering areas. This mobile lounge collection is as functional as it is stylish, evoking a warm and welcoming come-hither arrangement.
- Arioso Collection – Featuring multiple categories, sofa, settee, chair and ottoman, this transitional to contemporary collection provides an exceptional level of comfort and durability. With contoured lines from front to back, the Arioso collection reflects great taste and design sensibility with quality construction. A top choice for any project, looks good and sits delightful.
- Mezzanine Table Collection – With an array of shapes and sizes and a plethora of attractive edge treatments, this collection can add some quirky design flair to any project.
- Mezzanine Cube Collection – Revitalizes any space with unique modular design elements.

IDEON not only inspires and challenges the imagination of today's design community, it provides the tools to assist at every stage of the game through its interactive web site www.ideondesign.com. This site features productivity-enhancing resources, such as the IDEON Online Design Tool, an Inspirational Center – a repository for imagery and design “thought-starters” – and helpful collateral and brand information.

About Exemplis™ Corporation

Exemplis Corp. is a leading U.S. designer, manufacturer and distributor of contract furniture for commercial, healthcare, hospitality and office markets. Its trusted brands include market share leader SitOnIt Seating® and Instant Seating®. Customer driven innovations is what led Exemplis to introduce its build-to-order business model delivering highly customized, high quality products to our customer quickly and affordably. Managing Automation

magazine named SitOnIt Seating to its Progressive 50 list, recognizing Exemplis' build-to-order model as a core strategic advantage of the company. Exemplis develops brands that provide customers with compelling value propositions for their unique markets. The company is headquartered in Cypress, California. Learn more at www.exemplis.com.

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