



IDEON™ Launches Web Site and Online Design Tool

Interactive Site is an Industry First, Enabling Online Furniture Customization and Dynamic Virtualization

Cypress, Calif., May 15, 2008 — IDEON, designed by Exemplis™ Corp., makers of SitOnIt Seating®, announced today the launch of a new web site – www.ideondesign.com – which coincides with the company’s recent IDEON brand launch. IDEON—a new furniture brand from a company with a history of reliability and performance in other furniture categories—brings choice, convenience and speed to lounge seating + tables.

The website 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. Together, this site puts power and control into the hands of Interior Designers and Dealers, which helps fuel their imagination, shift creativity into high gear and provide greater value to their customers.

The www.ideondesign.com website is a direct response to extensive market research and feedback from the design community. It boldly and proactively addresses users’ desire for more flexibility and more creative control over the furniture-design process.

The IDEON Design Tool—an industry first—serves as a personal tailoring studio that lets users choose their own styles, options, textiles and wood finishes, as well as create dynamic cut sheets, and print and share virtual designs with clients via e-mail. This tool promotes:

- **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.
- **Environmental responsibility** – Instead of paper-intensive price books and catalogs, IDEON’s online design tool streamlines specifying and fuels the imagination while respecting the environment.
- **Business efficiency** – Designers can streamline their processes and become more productive, which makes life easier.

“Bringing simple, visual methods to the design community’s furniture-tailoring process is refreshing. With the array of choices in the design platform, combined with textiles and finishes, designers can create products with numerous visual expressions to suit their project’s concept and aesthetic direction ,” said Renee Gervasi, A+D Director for IDEON. “The design tool facilitates creation and prepares the presentation elements. Behind the scenes, our highly capable manufacturing process delivers personalized products quickly and consistently. It’s a comprehensive system that supports the design and implementation of furniture ideas.”

About IDEON™ and Exemplis™

IDEON is a brand of Exemplis Corporation, a leading U.S. designer, manufacturer and distributor of contract furniture for commercial, healthcare, hospitality and office markets. IDEON delivers high-quality, stylish lounge seating, quickly and consistently with a 10-day standard lead time. Its design platform, combined with flexibility, technology and speed revitalizes the way the industry specifies furniture. Visit IDEON online at www.ideondesign.com and experience where design instincts meet instant visualization and swift creation.

Other Exemplis 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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