



La-Z-Boy "Live Life Comfortably" Campaign Gets a Fresh, New Face

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MONROE, Mich., Oct. 12, 2018 /PRNewswire/ -- In 2011, La-Z-Boy launched its "Live Life Comfortably" campaign. Featuring a mix of celebrity style, humor and unexpected La-Z-Boy furniture, the campaign aimed to educate consumers that La-Z-Boy makes far more than just the iconic recliner it invented more than 90 years ago.



Spanning television, print and online, the "Live Life Comfortably" campaign has resulted in significant sales growth for La-Z-Boy across a range of product categories, including stationary sofas, sectionals, chairs and home accents. In order to continue to elevate the brand, La-Z-Boy has decided to take the campaign in a new direction.

"We have been extremely fortunate to engage and entertain consumers in a way that has surpassed all expectations," said Doug Collier, La-Z-Boy SVP and Chief Commercial Officer. "While the campaign has played a major role in attracting new consumers to the La-Z-Boy brand, we know taking a new approach can afford us additional growth opportunity."

In an effort to continue to break through to consumers, La-Z-Boy is excited to announce that the "Live Life Comfortably" campaign will get a fresh, new face. Kristen Bell will take on the role of La-Z-Boy brand ambassador to further raise awareness of the style, comfort and quality La-Z-Boy is known for.

"Kristen has an authentic, genuine personality and a charming sense of humor," said Eli Winkler, La-Z-Boy VP, Marketing. "Her openness about the importance of balancing work, relationships and family, coupled with the fact that she already has La-Z-Boy furniture in her home, make her a great fit for La-Z-Boy."

The new "Live Life Comfortably" campaign featuring Kristen Bell is expected to launch in mid-2019.

About La-Z-Boy

Headquartered in Monroe, Mich., La-Z-Boy has been producing some of the world's most comfortable furniture for over 90 years. The company manufactures a full line of comfortable products for the living room and family room, including the company's 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 (NYSE: LZB), one of the world's leading residential furniture producers, marketing furniture for every room of the home. "Live Life Comfortably.®"

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