



## La-Z-Boy Names Chief Marketing Officer

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MONROE, Mich., May 24 /PRNewswire-FirstCall/ -- La-Z-Boy Incorporated (NYSE: LZB) today announced that Doug Collier has returned to the company as Vice President and Chief Marketing Officer. Collier, 40, initially joined La-Z-Boy in 2002 as Vice President, Marketing for La-Z-Boy Residential, and was named Chief Marketing Officer in 2004. He left the company in 2005 to join Select Comfort Corporation as its Chief Marketing Officer.

As Chief Marketing Officer for La-Z-Boy, Collier will be responsible for coordinating all La-Z-Boy brand initiatives, including positioning throughout the corporation, globally and across the La-Z-Boy Furniture Galleries(R) system. He will report to La-Z-Boy's President and Chief Executive Officer, Kurt L. Darrow. Collier will also have primary responsibility for marketing in the company's Residential Division and, in this role he will report to Steve Matlock, Senior Vice President Sales and Marketing for La-Z-Boy Residential.

Commenting on the appointment, Darrow said. "I am delighted Doug has chosen to return to La-Z-Boy. As with his prior tenure at the company, he will undoubtedly make a great contribution during what is an important time in the company's history. We have recently completed a significant consumer research project and are on the cusp of launching a new marketing campaign with a new advertising agency. Doug will be instrumental in leading what is already a strong brand marketing team through this new chapter in La-Z-Boy's evolution."

Collier stated, "I am excited to be returning to the La-Z-Boy team and am eager to tackle the new challenges this position will bring as La-Z-Boy continues to go through its own series of changes in what continues to be a very dynamic industry."

Before joining La-Z-Boy in 2002, Collier was senior vice president of marketing and product management for Iomega Corporation, a manufacturer and marketer of computer peripherals based in Roy, Utah. He also had responsibility for Iomega's European and Asian operations. Previously, Doug was general manager of fittings and director of marketing and e-business at NIBCO, a privately held manufacturer of flow control products located in Elkhart, Indiana. He also spent several years in product management and business development with Whirlpool and GE Canada in the US, Canada and Europe.

Collier earned his Bachelor of Science degree at the University of Manitoba in Winnipeg, MB, and his MBA at the University of Toronto, in Toronto, ON.

La-Z-Boy Incorporated is one of the world's leading residential furniture producers, marketing furniture for every room of the home. The La-Z-Boy Upholstery Group companies are Bauhaus, Centurion, England and La-Z-Boy. The La-Z-Boy Casegoods Group companies are American Drew, Hammary, Kincaid and Lea.

The corporation's proprietary distribution network is dedicated exclusively to selling La-Z-Boy Incorporated products and brands, and includes 340 stand-alone La-Z-Boy Furniture Galleries(R) stores and 307 La-Z-Boy In-Store Galleries, in addition to in-store gallery programs at the company's Kincaid, England and Lea operating units. According to industry trade publication In Furniture, the La-Z-Boy Furniture Galleries retail network is North America's largest single-brand furniture retailer. Additional information is available at <http://www.la-z-boy.com/>.

SOURCE La-Z-Boy Incorporated

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