



Todd Oldham to Design Collection of La-Z-Boy(R) Furniture

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Versatile Designer Will Create Full Line of Stylish and Practical Sofas,

Occasional Furniture and Reclining Chairs

MONROE, Mich., Sept. 15 /PRNewswire/ -- Two great names in the home industry are teaming up to create a unique new line of furniture. Todd Oldham, known for his forward-thinking design philosophy combining style, comfort, durability and accessibility, has partnered with La-Z-Boy, the nation's leading manufacturer of upholstered furniture, to design a line of furnishings for the living and family rooms, including sofas, accessories, occasional furniture, and of course, reclining chairs.

Todd Oldham has spent the last 20 years designing living spaces and products, including fashion, fashion accessories and products for the home. Focusing on fun yet functional designs, he created the Home [Room] collection for Target(R) and The Hotel in Miami. In addition, he has hosted shows on MTV, including "House of Style" and "Crib Crashers," and appears regularly on NBC's "The Today Show."

"Todd Oldham's focus on stylish yet practical designs makes him a great fit for La-Z-Boy. He's also perfect for the La-Z-Boy customer -- someone who appreciates the comfort and quality of La-Z-Boy furniture as much as the look," said Doug Collier, vice president of marketing for La-Z-Boy. "And, with a presence on MTV as well as a successful collection for Target, Todd is well-known among young, fashion-conscious consumers."

"I'm most excited about my partnership with La-Z-Boy," said Todd Oldham, "I so admire their attention to comfort and quality and I'm thrilled to see my designs executed with that focus."

This effort marks the second time that La-Z-Boy has partnered with Oldham. Last year, he was one of seven top fashion designers involved in the company's Designer Recliner project, which raised nearly \$60,000 for homeless people living with HIV/AIDS.

"We were very impressed by Todd's retro yet contemporary recliner during our designer recliner program -- and so were our customers," said Greg White, vice president of merchandising for La-Z-Boy. "That program's success made it clear to us that there was a market for unique, hip La-Z-Boy furniture. And who better to design it than Todd? He is a great talent that is a joy to work with, and we look forward to a long relationship with him."

Todd Oldham's collection of La-Z-Boy furniture will debut at the International Home Furnishings Market in October, and be available at retail in the spring of 2004.

About Todd Oldham

Based in New York City, Todd Oldham has been designing products and living spaces for 20 years. Guided by a design and cultural philosophy that modern is what is fun, functional and accessible, Todd has designed the Home [Room] collection for Target and The Hotel in Miami. Todd has hosted shows on MTV and appears regularly on NBC's "The Today Show." Todd is also an accomplished photographer, a museum exhibit curator, and a DJ.

Todd is currently working on a book of modern design, due in stores next Fall. In his designs Todd provides people with tools and options to create their own environments, applying their own tastes to his products and offerings, making them their own in style and sensibility.

About La-Z-Boy

Headquartered in Monroe, Mich., La-Z-Boy is the nation's largest 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 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; PSX), one of the nation's largest furniture manufacturers and marketers.

SOURCE La-Z-Boy

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CO: La-Z-Boy; La-Z-Boy Incorporated

ST: Michigan

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