

PRESS RELEASE

La-Z-Boy luxury knows no bounds

25 February 2015, Johannesburg: La-Z-Boy is excited to be introducing a wide range of seating options to the South African Market. Says Ryan Beattie from La-Z-Boy South Africa: "Traditionally, La-Z-Boy has been known for high-end recliners, however, now the brand will be introducing a wide range of seating options to ensure that there is something for everybody."

The new La-Z-Boy range comprises a wide selection of options that you will need for true in-home seating comfort – from traditional single recliners, to 3-2-1 lounge suites, corner units, cinema seating and more. Says Ryan about the reason La-Z-Boy has expanded its range: "We made a decision to expand the range from the overwhelming customer demand we have had since we introduced La-Z-Boy's single recliners to the market three years ago. There is a real gap in the market for high quality, durable and aesthetically pleasing motion furniture in the country. Homeowners are looking for a holistic approach to comfort – it wasn't good enough for only one person in the family to be able to enjoy La-Z-Boy comfort – now the whole family can enjoy it at the same time!"

About the La-Z-Boy brand

Almost a century ago, two cousins, Edward M. Knabusch and Edwin J. Shoemaker, joined together to design a chair that has added both comfort and enjoyment to the lives of millions of families around the world. What began in the small community of Monroe, Michigan in the USA, has today developed into a global organisation with manufacturing facilities and distribution centres that reach around the world. One thing still remains the same after all these years however, is the La-Z-Boy commitment to comfort, quality and value.

Although their customers could sit back and relax, the La-Z-Boy brand couldn't simply rest on its laurels after having pioneered the way with the first reclining chair of its kind. Over the next seven decades since the inception of the first recliner in 1927, La-Z-Boy innovated, improved and broadened its range. Its reputation for comfort, quality and desirability has spread across the world, where La-Z-Boy has become the generic name for all recliners. Even when La-Z-Boy stopped selling its products in South Africa late in the last century, people continued to call their recliners La-Z-Boys. Yet there remained only one true La-Z-Boy brand, and the great news is that it's back and it's better and more stylish than ever before.

What sets La-Z-Boy furniture apart?

When it comes to comfort, La-Z-Boy is really in a class of its own, explains Ryan: "The moment you sit back and relax on a La-Z-Boy, you'll realize that not all motion furniture is created equal. Sure, a La-Z-Boy is very good looking, but that's just the surface attraction. The quality construction, the exclusive La-Z-Boy

mechanism, and deep, luxurious comfort are the impressions that really last – because, after all, it’s what’s inside that really counts.”

No other motion furniture range offers all these exclusive features:

- **The most reclining positions:** Back and footrest recline individually to provide 18 comfort levels. You can move from slightly reclined to full layout position, with the footrest raised to elevate your legs and feet for improved circulation.
- **Patented La-Z-Boy® mechanism:** For the smoothest reclining motion featuring adjustable reclining tensions that allow you to customise the amount of effort needed to recline based on your individual body type.
- **Total body and lumbar support:** Only La-Z-Boy recliners are designed to provide complete support for your body and lumbar areas in all reclining positions.
- **Secure three-position locking footrest:** Offers a choice of comfort and locks for safety and support.
- **Superior frame construction:** Only La-Z-Boy recliners have a patented four-sided unibody designed for long lasting durability.

About La-Z-Boy in SA

La-Z-Boy is manufactured under license in South Africa by Alpine Lounge, which forms part of the Bravo Group. Through Alpine, La-Z-Boy benefits from outstanding quality control, controlled distribution, pricing and dedicated sales support. The La-Z-Boy range is available throughout South Africa at specially appointed La-Z-Boy furniture retailers. Visit www.la-z-boy.co.za to find a retailer closest to you.

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Released on behalf of Alpine Lounge (www.alpinelounge.co.za) by The Line Communications (www.theline.co.za, ant@theline.co.za).