

Press Release

**For Immediate Release
October 14, 2009**

The Canadian Home Furnishings Awards-a celebration of excellence and achievement

MISSISSAUGA, Ontario – The 2010 edition of the Canadian Home Furnishings Awards will be held on Friday, January 8, 2010 at the Conference Centre in the International Centre, Mississauga, Ontario.

The Canadian Home Furnishings Alliance will host a gala dinner to honour the recipients of the 2010 Lifetime Achievement Award-Richard Magnussen, President and CEO of Magnussen Home and the Retailer of the Year-Gallery 1/World Wide Furniture. The awards gala will also honour the recipients of the Retailers' Choice Award. This is the 9th year the CHFA has celebrated the best in the Canadian Home Furnishings Industry. These awards acknowledge the leaders in our industry and recognize their exceptional accomplishments.

The event will take place on a Friday night in order for the Canadian Home Furnishings Alliance and the Quebec Furniture Manufacturers' Association to co-host a reception on the evening of the Canadian Home Furnishings Awards and the opening of the Canadian Home Furnishings Market, the industry's largest and most important trade event.

The CHFA established the Lifetime Achievement Award to recognize those individuals who over their lifetime have made exemplary and sustained contributions to the Canadian home furnishings industry and their communities. Richard Magnussen has certainly met those standards. "Through his vision and leadership Richard Magnussen has developed the Magnussen Home brand as a significant resource in a highly competitive sector of our industry" said Laine Reynolds who serves as Chair, Board of Directors for the Canadian Home Furnishings Alliance. Since joining the business in 1970, Richard has ensured that Magnussen Home has continued to grow, expanding to become a global enterprise and yet, maintaining the core principles of a family-run business-trust, honesty and respect which are the foundation of their success.

Richard Magnussen is committed to sharing the blessings of Magnussen Home with those less fortunate by working with international charities to alleviate poverty in the developing world by improving living conditions, championing human rights, promoting social awareness as well as providing education and training to create greater opportunities for the less fortunate. Richard Magnussen and his employees believe that Magnussen Home should be a force for positive change.

The 2009 honouree for the LAA was Larry Rogers, President/CEO of Sealy North America. Prior recipients include John Colalillo, President of Superstyle Furniture and Mario Colalillo, President, Edgewood Furniture; Hugh Owen, President of Owen & Company/Kingsdown Canada and Past Chair, Board of Directors of the Ontario Furniture Manufacturers Association; Terry Clark, Chair, Furniture West Board of Directors and long-time President of the Canadian Council of Furniture Manufacturers; Guy Laflamme of South Shore Industries; the Sklar brothers; Serge Racine, of Shermag; Pat Thody, former President and CEO of Simmons Canada, Orville Meade, Past-President of Kroehler Furniture and Bruce MacPherson, Sr. of Gibbard Furniture.

The Retailer of the Year Award is dedicated to recognizing exemplary models of excellence and community service by Canadian furniture retail businesses. Laine Reynolds noted that, "Gallery 1/Worldwide Furniture is one of Canada's largest and most exciting furniture retail destination stores and have built a strong brand that has a bold presence in the Atlantic marketplace." Reynolds went on to say "they have earned the Retailer of the Year honour through their many professional accomplishments and extensive community involvement."

With over thirty years in retail furniture the combination of Gallery 1 and World Wide Furniture are major players in the furniture industry in Atlantic Canada, with three large stores and a major distribution centre. Gallery 1 has the largest retail furniture showroom in Atlantic Canada. Mr. Joe Ramia the representative of these family businesses is very much involved with charities in Halifax, Nova Scotia including such institutions as the Queen Elizabeth Health Science Centre and the Cancer Research Foundation. Mr. Ramia and his family have endowed a chair in Surgical Oncology at Dalhousie University. Mr. Ramia also instituted Festival Angel, a program to help raise money and awareness for the Mental Health Foundation and show support for the emotional and physical sacrifices of our Canadian Troops. He is also a strong supporter of the Phoenix House for Youth program which serves at-risk and homeless youth between the ages of 12 and 24.

The 2009 Retailer of the Year was Sleep Country Canada. Prior honourees include Lastman's Bad Boy, the Mega Group, Stoney Creek Furniture, the Dufresne Group, the Brick, Tepperman's and Leon's.

Retailers will be asked to vote on-line for the supplier who does the best job not just in designing and building a product but also when it comes to marketing, service and delivery. The winners will be honoured with the Retailers' Choice Award at the gala dinner.

CHFA Canadian Home Furnishings Alliance

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Manufacturers are divided into two categories: \$10 million Cdn. and under in annual sales and over \$10 million Cdn. Every member of the Canadian Home Furnishings Alliance, Furniture West or the Quebec Furniture Manufacturers' Association is eligible for the award. Retailers will be able to vote on-line commencing in late October until December 31, 2009.

The Canadian Home Furnishings Alliance is an industry association representing home furnishings manufacturers, importers/distributors and suppliers to the industry. For more information on the association or the Canadian Home Furnishings Awards, please contact Murray Vaughan at 905-677-6561 or by e-mail to murray@chfaweb.ca.