

# Furniture Row Companies

## Company Timeline:

- 1974** – Pillow Kingdom® Stores Open in Denver
- 1977** – First Big Sur Waterbeds® Store Opens in Denver
- 1982** – Big Sur Waterbeds Becomes the Nations Largest Waterbed Retailer
- 1993** – First Oak Express® Opens
- 1994** – First Sofa Mart® Opens
- 1995** – First Denver Mattress Co.® Opens
- 1997** – First Bedroom Expressions® Opens
- 1997** – First Furniture Row Shopping Center® Opens
- 2001** – First Furniture Row Outlet® Opens
- 2003/2004** – Furniturerow.com
- 2006** – Furniturerowracing.com
- 2006** – Furniturerowlinens.com eCommerce site
- 2007** – Denvermattress.com eCommerce site
- 2008** – Furniturerowracing.com gets updated look and functionality

Furniture Row Companies, based in Denver, Colorado, is comprised of four main specialized home furnishing and bedding retailers---Sofa Mart®, Oak Express®, Bedroom Expressions® and The Denver Mattress Company®. Additionally the products of Furniture Row® Linens and Big Sur Waterbeds are both sold exclusively through Bedroom Expressions.

Since the opening of our first venture in 1974 our privately held companies have evolved into one of the fastest growing furniture retail operations in the country. With over 330 stores in 30 states, we employ over 3000 staff members in our retail, warehouse administrative and manufacturing facilities nationwide.

The cornerstone of the Furniture Row Companies' success is our specialization at the store level. Instead of having just a single storefront super-center, our Furniture Row Shopping Centers are composed of all four brands (Sofa Mart, Oak Express, Bedroom Expressions and Denver Mattress), each with their own storefront and entrance, floor plan, and associates trained in the specifics of their particular products and brand.

## Sofa Mart ®

Sofa Mart is the value-conscious buyers' dreams come true. Featuring a selection of beautifully designed leather and upholstered home furnishings provides the quality, look, and feel of high-end furniture, without the high end pricing. This includes our 37th Avenue Collection™, a popular line of sofas, loveseats, chairs, and ottomans made by Furniture Row companies and sold exclusively at Sofa Mart. In addition, each store also offers a wide variety of beautiful accent pieces and accessories that are attractively priced and readily available.

## **Oak Express ®**

In this world of disposable and cheaply made furnishings, Oak Express sets itself apart by carrying furnishings made from fine woods like oak, cherry, maple, pine, and more, as well as an assortment of high-quality Ready-to-Assemble sets. From dining and entertainment to home office, Oak Express offers customers a chance to own quality, long-lasting furniture at very affordable prices.

## **Bedroom Expressions ®**

Bedroom Expressions is a retail experience dedicated to one of the most relaxing rooms in the home. Here, shoppers will find a huge selection of distinct adult, guest and children's bedroom furnishings, as well as products from Furniture Row Linens and Big Sur Waterbeds.

## **Denver Mattress Company ®**

Denver Mattress is considered unique in the bedding industry. We use the same, or higher quality materials as other leading, brand name manufacturers; but as manufacturer, exclusive retailer, and distributor, we are able to cut out the "middleman markup," and take full control of product and production costs and pass the savings (which can be up to 50%) on to consumers.

## **Furniture Row ® Linens**

Furniture Row Linens (a sub-brand of Bedroom Expressions) specializes in fashionable and innovative bedroom sheets, duvets, pillows and accessories.

## **Big Sur Waterbeds**

Big Sur Waterbeds (currently sold exclusively out of Bedroom Expressions) while offering traditional waterbeds and accessories, has also just released the Hibernation series, a soft-sided and adjustable line of hybrid waterbeds.

## **Furniture Row® Racing**

Furniture Row is the owner and exclusive sponsor of Furniture Row Racing's car #78. In 2005, Furniture Row began its journey into NASCAR by participating in the Busch Series in addition to running a limited number of races in the elite NEXTEL Cup division.

In 2006, the team's focus shifted to the Cup Series. With veteran driver and motor sport personality Kenny Wallace behind the wheel of the #78, the program ran a full schedule and competed against powerhouse, multi-car teams. Despite the challenges, Furniture Row Racing achieved their goals for the season, while simultaneously impressing NASCAR, media and fans alike.

For 2007, NASCAR implemented some dramatic changes for the sport. In order to adjust to the evolving field, Furniture Row racing made some dynamic enhancements to their program in the off-season by adding key new hires, and purchasing additional new equipment.

2008 promises to be the Team's best season yet, with newly signed veteran driver Joe Nemechek behind the wheel and the unveiling of NASCAR's new Car of Tomorrow.