

## NEWS RELEASE

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CONTACT: Susan Zalniss  
616/399-3900  
szalniss@trendway.com

Nancy Douglas  
616/942-9868  
ndouglas@attbi.com

*High style, quality, and sophisticated German engineering are the benchmarks of Trendway's Trend Seating Collection.*

### **TRENDWAY PRESENTS THE FIRST OF ITS TREND SEATING LINES**

Holland, MI . . . Trendway Corporation, a leading manufacturer and service provider in the office furniture industry, presents its Trend Seating Collection of cutting-edge products designed by Interstuhl. The first selections in the Trend Seating Collection -- Xantos™ and Yos™ -- are being introduced at NeoCon 2003. Trendway's seating line is the result of a joint venture agreement with Interstuhl, InterTrend® Seating L.L.C., announced in June of 2001.

"The Trend Seating Collection will offer progressive, striking, high-quality seating," says Brad Fritz, Trendway seating general manager. "It is a great complement to our standard line of seating products, and offers our customers some trendy alternatives. With the Trend Seating Collection we are able to expose many more European designs to the North American market." Xantos and Yos will enhance Trendway's standard seating line, which includes Liv®, Uma®, In®, Prelude®, Cameo®, and the latest addition, Quincy™, introduced in March of this year.

#### **Trend Seating Collection introduces Yos and Xantos.**

Yos provides individual support in an energetic, graceful design. Developed to adapt to individual work styles, Yos has a height- and depth-adjustable lumbar pad with an air-pressure pump, which offers individualized positioning and support.

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TRENDWAY  
CELEBRATES  
**35**  
YEARS  
1968-2003

## Trendway's New Seating Lines continued

Page 2 of 3

Xantos, Trendway's Best of NeoCon entry, has a fresh new look that combines beauty, comfort, and function. The polished aluminum frame is set off by a patented 3D fabric mesh back. The chair can also be upholstered, which is how it was seen on the popular television show "American Idol" on the FOX network.

Both chairs have a patented seat-depth adjustment that rolls/retracts the front of the seat to fit the user's thigh length and a five-star aluminum base.

"With the addition of the Trend Seating Collection," says Fritz, "Trendway has a stronger and more diverse seating capability. Aesthetically and functionally, our seating offerings compete with any chairs on the market and at very attractive prices."

Soon Trendway will be partnering with Maharam, an innovative textile company focused on design, on a new offering of seating fabrics. This new offering for Trendway features an exciting collection of eleven patterns with a total 48 colorways. Some samples of the new program are featured in the Trend Seating display in the showroom (space 1086). Further details will be announced in the late summer when Xantos and Yos and the full Maharam program will be launched.

### **Quincy added to Trendway's Standard Seating line-up.**

Introduced in March, Quincy is making its NeoCon debut and rounds out Trendway's standard seating lines, which includes Liv, Uma, In, Prelude, and Cameo. It boasts a ratchet style back height adjustment, synchronous mechanism, tension control, infinite locking backrest, adjustable arms, pneumatic seat height adjustment, seat depth adjustment, patented Lift VRE, and a five-star steel base.

"Quincy provides more features than any seating available at a budget price point," says Fritz. "We believe that is an important consideration in today's economic climate."

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## Trendway's New Seating Lines continued

Page 3 of 3

All of Trendway's standard seating products are available nationwide through the company's dealers and sales representatives. The Trend Seating Collection will officially launch in August.

### **About Interstuhl.**

Interstuhl is a family business located in Messstetten-Tieringen, Germany, a small town about 60 miles south of Stuttgart. Founded as a blacksmith shop in 1930, the company began producing workplace chairs in 1960 and introduced the Interstuhl trademark in 1967. The company produces contract, factory, youth, and institutional seating, as well as freestanding conference and training tables. Interstuhl offers a comprehensive seating lineup that rivals the scope of those produced by the largest U.S. contract furniture manufacturers. It is well known for its unparalleled German engineering, unrivaled quality, and sleek design.

### **About Trendway**

Based in Holland, Mich., Trendway Corporation manufactures private and open plan office environments and seating distributed throughout North America. Products include Choices<sup>®</sup>, an extremely functional, high-value furniture system, Contrada<sup>®</sup> systems furniture including the highly acclaimed Contrada Raw and Power Arch, TrendWall<sup>®</sup> Moveable Wall System, and Trendway Seating by Interstuhl, office seating for all environments. In 2003, Trendway will celebrate it's 35-year anniversary of providing high-performance, fully integrated product lines and excellent customer service and support programs. For more information on Trendway, please call (616) 399-3900 or visit [www.trendway.com](http://www.trendway.com).

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