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PRESS RELEASE

CONNECTIONS WEST CONCEPT REINFORCED BY LIMITED EXHIBITOR RESPONSE TO PROPOSED CALGARY MARKET

The attendance of home furnishings retailers at Furniture West markets has declined steadily over the past five years resulting in fewer exhibitors and product categories on display.

Extensive research of western Canadian home furnishings retailers was conducted by the association, and it was determined that re-direction of format was required to regain market acceptance for the buying community.

The association responded by developing "Connections West" – an event designed to re-build manufacturer and retailer relationships. The concept, which creates an opportunity for factory management and retailers to review new and innovative products, was endorsed by many Canadian manufacturers, leading independent retailers, and respected industry observers.

However, the plan to launch Connections West met with strong opposition from several major Alberta manufacturers and distributors who were reluctant to accept a change away from the original Calgary market format.

In response to requests by Alberta manufacturers and distributors, the association agreed to help organize a scaled-down June '07 market in Calgary. AT the outset it was understood and agreed that a minimum of 35,000 square feet of net exhibit space would be required to present a meaningful product assortment.

After all the space applications had been received from interested exhibitors and the amount of committed paid space was less than 20% of the minimum required, the association determined it was impractical to proceed.

The inaugural launch of Connections West is planned for the World Market Centre in Las Vegas, Nevada in 2008 in keeping with the recent shift in retail buyer trends.

For further information contact Furniture West at 1-800-665-7390.