



Press Release

For Immediate Release



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HPFI[®] PARTNERS WITH ROUTE EIGHT

HPFI (High Point Furniture Industries) is pleased to announce the partnership with Route Eight of Louisville, KY. They will assist the HPFI team in the redesign and redeployment of all HPFI marketing collaterals including the hpfi.com web site.

“I am very excited to have the opportunity to collaborate with Janet Rauscher and her talented team at Route Eight,” said Tom Carrigan, Vice President of Marketing for HPFI. “This new partnership will enhance our ability to validate the quality and value of HPFI product through our digital and print media vehicles.”

Route Eight is a multidisciplinary graphic and web design. Their core strengths are in brand design and development, information architecture, new media and spacial experiences. This includes identity, print collateral, packaging, showroom environments and exhibit design, press kits, trade advertising, web sites and e-communications.

HPFI operates a 4,100 sq. ft. showroom and two manufacturing facilities in High Point, North Carolina with over 440,000 square feet of manufacturing space. With roots in High Point, the furniture capital of the world, HPFI combines the skill and expertise of seasoned furniture craftspeople with modern day technology to deliver exceptional value to its customers.

For additional information, please contact Tom Carrigan, Vice President of Marketing, 1104 Bedford Street, High Point, North Carolina 27263, Telephone: 336-431-7101 Ext. 2241, Fax: 336-431-0673, Email: TomC@hpfi.com.

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