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Press Release

For Immediate Release



HPFi[®] Announces New Representation in Michigan

HPFi (High Point Furniture Industries) has appointed McCready & Associates, based in the Birmingham, MI area, to represent the company's products in the state of Michigan.

"The partnership with McCready & Associates will give us the opportunity to enhance our market position in the State of Michigan" said Doug Gaines, Vice President of Sales for HPFi. "Michael McCready and his team have developed a solid market reputation over the years and I am sure the collaboration of our organizations will be a successful venture."

McCready & Associates was formed in 1991. Michael McCready, principal and founder, has served in various sales positions in the state of Michigan for over 30 years. Sales Associates, Nick Piccione and Lisa Hulbert of Workplace Resources, Inc., have served in sales and design roles for furniture manufacturers and in office furniture dealerships. McCready & Associates are a full service independent rep organization to business, education, healthcare and government clients by assist contract furniture dealers and designers with furniture specification solutions and services.

HPFi operates a 4,100 sq. ft. showroom and two manufacturing facilities in High Point, North Carolina with over 400,000 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 further information on McCready & Associates, contact Michael McCready by telephone at 248.642.4430 or by email at mcd234@aol.com; Nick Piccione by telephone at 313.701.3300 or by email at piccione1011@gmail.com; or Lisa Hulbert by telephone at 989.513.6350 or by email at lhulbert@workplaceresources.net.

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