

BROWN JORDAN

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LEATHER – INDOOR SOPHISTICATION FROM BROWN JORDAN

EL MONTE, CA, April 2, 2008 – Brown Jordan, the leading manufacturer of luxury leisure furniture, surprises at this year's April High Point Market with a bold foray into indoor sophistication.

Brown Jordan will introduce leather for indoor application, featuring six stylish colors: Cranberry, Pesto, Chocolate, Chestnut, Tango, and Parchment. The program will launch with Zephyr, last season's Best of Show introduction at the Summer Casual Market in Chicago.

Vice President of Marketing Lesley Roberts states, "Brown Jordan furniture is often used indoors, as the designs and materials suit a variety of interior design schemes. We know the furniture transitions beautifully from outdoors to in, so we decided to introduce leather for the sophisticated consumer or designer seeking a fresh look. Leather makes a dramatic statement and will speak to the consumer who appreciates well crafted, high-end goods and is not afraid to splurge on a premium option."

"With its CAL 117 rating, leather also works well for hospitality clients who look to Brown Jordan as a resource for commercial applications," adds David Kennedy, Vice President of Sales. "This venture into indoor-only, premium materials reinforces Brown Jordan's position as an innovator in this industry, and as an organization that will transcend traditional barriers."

Zephyr, designed by John Caldwell for Brown Jordan, features an open weave construction that simultaneously exposes and camouflages the design's structural elements. This transparency creates a dynamic between the chair's structural integrity and its sensation of lightness. It's sleek, neutral tones provide a counterbalance to spring's bold new colors. Zephyr will now be available with six new leather colors.

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Brown Jordan is a leading manufacturer of luxury leisure furniture. Established in 1945 in Pasadena, California, Brown Jordan is known for its innovative and stylish designs in stainless steel, teak, aluminum, and woven resin. The Brown Jordan product line features more than 30 collections in a wide range of design styles. Brown Jordan has skillfully developed the finest weatherproof materials and modern manufacturing techniques to ensure product durability without compromising style, comfort, or value. Distinctive silhouettes are hand- and machine-crafted into high quality furnishings that enhance traditional, transitional, and contemporary environments.

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Corporate offices are located at 9860 Gidley Street, El Monte, California 91731, tel 800.743.4252, fax 800.500.5109. For additional information regarding Brown Jordan or its extensive line of residential and contract furnishings, please contact Lesley Roberts, Vice President of Marketing, at tel 626.433.2289, e-mail lroberts@brownjordan.com or Stephen Elton, Director of Brand Opportunity, at cell 703.625.1648 or e-mail selton@brownjordan.com.

High Point Market: The Brown Jordan showroom in High Point, North Carolina, is in the IHFC Main Building, Suite #111 on the Main Floor, telephone 336.889.9068.

Find inspiration at www.brownjordan.com

