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**HOOKER FURNITURE REBRANDS AS HOOKER FURNISHINGS TO BETTER REFLECT FAMILY OF 12 DISTINCT BRANDS**

**MARTINSVIILLE, Va**. – Hooker Furniture, ranked among the nation's largest publicly traded furniture companies, has rebranded corporately as Hooker Furnishings to better reflect its family of 12 distinct brands with broad product portfolios ranging from case goods to upholstery and accent items covering lower to upper price points.

“While Hooker Furniture remains our ‘flagship’ brand, as we continue to grow and expand our business to offer our retail, e-commerce and interior design partners a broader portfolio of products that will reach more consumers, we needed our name to more accurately reflect the wide range of products that we offer,” said Jeremy Hoff, chief executive officer of Hooker Furnishings.

While designed to be more reflective of the company’s growth through acquisitions and expansions of its product line into new product categories, each of the company’s brands will continue to function as individual operating businesses, with leaders, product lines, price points and distribution channel targets that retain the competitive advantages of each.

“We are constantly looking to be better at what we do, both internally and for our customers,” Hoff added. “As we look ahead, this change further supports our mission of building upon the strengths of all our brands, while always maintaining their individuality and the distinct niches they offer to the marketplace. The fact that none of our brands compete with each other is what positions us a leading partner and resource for our customers.”

Hoff said that the move is also part of the company’s “One Company, One Team” platform that was introduced earlier this year.

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HOOKER FURNISHINGS REBRAND

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“We have incredible talent across all of our companies – at all locations and at every level,” he said. “Working together as ‘One Company, One Team,’ our goal is to become the easiest company in the industry to work with, providing our customers with best-in-class service from marketing to operations to finance – and everything in between. This name change is the linchpin for many exciting new company-wide initiatives to come.”

As an example of the initiatives the company has recently put into place, it has broadened the responsibilities of its marketing team to provide marketing services across all 12 of its brands. The dedicated and more centralized team has allowed the company to react more quickly to customer needs and take advantage of the capabilities across the enterprise.

Company shareholders approved the name change earlier this year. There will be no change in ownership, organizational structure, or financial condition as a result of the rebrand.

Based in Martinsville, Va., [Hooker Furnishings](https://www.hookerfurnishings.com/) is ranked among the nation's largest publicly traded furniture sources and encompasses 12 operating businesses. These brands include: [Hooker Furniture](https://www.hookerfurniture.com/), [Hooker Upholstery](https://www.hookerfurniture.com/hooker-upholstery.inc), [Bradington-Young](https://www.bradington-young.com/), [Sam Moore Furniture](https://www.sammoore.com/), [Shenandoah Furniture](http://www.shenandoahfurniture.com/), [H Contract](https://www.hcontractfurniture.com/), [Accentrics Home](https://www.accentricshome.com/), [Pulaski Furniture](https://www.pulaskifurniture.com/), [Samuel Lawrence Furniture](https://www.slf-co.com/), [Prime Resource International](https://www.pri-co.com/), [Samuel Lawrence Hospitality](http://www.slh-co.com/) and [HMIdea](http://hmidea.com/). [Hooker Furnishings Corporation's](https://www.hookerfurnishings.com/) corporate offices and upholstery manufacturing facilities are located in Virginia and North Carolina, and the company has showrooms in High Point, North Carolina, and Ho Chi Minh City, Vietnam. Hooker Furnishings operates distribution centers in the United States, China, and Vietnam. The company's stock is listed on the Nasdaq Global Select Market under the symbol HOFT. For more information, please visit <https://www.hookerfurnishings.com/>.

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