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**BRADINGTON-YOUNG EXPANDS PLAZA MIDWOOD COLLECTION**

**NEW STYLES OFFER CASUAL COMFORT OPTIONS FOR ‘HENRYS’**

**HICKORY, N.C.** – Ramping up its ongoing pursuit of HENRYs (high earners, not rich yet) among generation-X and millennial consumers, luxury leather upholstery producer Bradington-Young will introduce new pieces to its highly successful Plaza Midwood collection of premium upholstery. The new products will be unveiled during the Fall High Point Market, scheduled for Oct. 16-20, in the Bradington-Young showroom, space C-1058 in the International Home Furnishings Center.

“Plaza Midwood was launched to help our retail partners target HENRY consumers with a variety of items that were designed for loft-spaces and homes with open-concept floor plans, key design styles for generation-X and millennial consumers,” said Cheryl Sigmon, vice president of merchandising for Bradington-Young. “The additions underscore our mission to provide retailers the opportunity to sell a collection that offers a variety of furniture from one retail floor slot, thus increasing their return on investment from a smaller footprint in the store.”

The new Plaza Midwood items include four-inch deeper-seat versions of all of the collection’s seating styles, a corner and a sectional ottoman as well as a wall hugger/swivel glider recliner. This brings the collection’s total seating options to 26, all available in a choice of five arm styles.

“Anything that moves in the upholstery category is retailing extremely well, and these swivel glider recliners help bridge the gap for consumers who may not be in the market for a full motion-upholstery furniture group, but who want motion pieces that coordinate with their stationary furnishings,” Sigmon said. “These swivel glider recliners work well alongside a stationary sofa or sectional to add motion functionality to a living room.”

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BY PLAZA MIDWOOD EXPANSION

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In addition to the new styles being added to Plaza Midwood, the company is also expanding its cover choices with 27 new performance fabrics and 17 new leathers, adding to the customization options of the product line. All Bradington-Young products are available in an extensive array of covers including performance fabrics and leathers.

Founded in 1978 by Charles Young, Bradington-Young, was started as a family-owned and operated business and is continuing the family-operated business model with the second generation today. A specialist in upscale motion and stationary upholstered furniture, the company was acquired by Martinsville, Virginia-based Hooker Furniture Corp. (NASDAQ: HOFT) in 2003. The company manufactures its customizable recliners, chairs, sofas and sectionals in Hickory, North Carolina, and cuts all its leather and fabric materials at its Cherryville, North Carolina, cut-and-sew facility. Known as a specialist in leather, Bradington-Young makes all products available in leather, fabric or a combination of both. For more information, visit [www.bradington-young.com](file:///C:\Users\Kristin%20Hawkins\Dropbox%20(Steinreich)\Home%20Furnishings\Hooker%20Furniture\Press%20Releases\www.bradington-young.com).

Based in Martinsville, Va., Hooker Furnishings is ranked among the nation's largest publicly traded furniture sources and encompasses 11 discrete 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/) and [Samuel Lawrence Hospitality](http://www.slh-co.com/). [Hooker Furnishings Corporation's](https://www.hookerfurnishings.com/) corporate offices and upholstery manufacturing facilities are located in Virginia and North Carolina, with 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 [hookerfurnishings.com](https://www.hookerfurnishings.com/).

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