

Contact:

Kristin Hawkins
Senior Director of Public Relations
Hooker Furnishings
khawkins@hookerfurnishings.com

**HOOKEF FURNISHINGS TO OPEN POP-UP SHOWROOM
IN INTERHALL FOR PULASKI & SAMUEL LAWRENCE BRANDS**

NEW SPACE DESIGNED TO HELP DIVERSIFY ITS CUSTOMER BASE

HIGH POINT, NC, April 2023 – Hooker Furnishings is opening a second showroom for its Pulaski and Samuel Lawrence brands at the upcoming Spring High Point Market. Located in InterHall, the space supports the company's ongoing strategy of diversifying its customer base and marks the first time it has exhibited these brands in another location outside of its 220 Elm showroom.

Aimed at broadening its audience to interior designers and buyers from boutique retail stores, the 510-square-foot space is located in IH203 on the first floor of the IHFC.

"As we continue to expand and diversify our customer base, this new space will expose our products to a new audience of boutique retail buyers and interior designers who may not regularly visit our 220 Elm showroom," said Page Wilson, president of Pulaski Furniture, Samuel Lawrence Furniture and PRI. "We'll be showcasing select items from our new Portfolio Program, curated specifically for Interhall to include a mix of high-style pieces that we believe will resonate with these buyers.

"Items are available with no order minimums and are in stock, allowing the interior design channel and independent retailers more convenient access to our Pulaski and Samuel Lawrence brands," he added.

Items in Portfolio – a new warehouse stocking program, recently introduced at the October 2022 High Point Market – can be mixed and matched across the included brands within a single order without additional qualifications.

The program encompasses hundreds of items that ship from Hooker Furnishings' warehouse in Midway, Ga., a location in proximity to the Port of Savannah that reduces transit time, fuel costs and product handling.

"It's all about visibility," Wilson added. "InterHall is a great way for us to let these customers know that we have the products, programs and infrastructure to support their businesses."

The company has also developed several programs to attract buyers who visit the new pop-up space in InterHall to also visit its larger 220 Elm showroom, including "Fast Passes" and "An Apple a Day" giveaway.

Open to interior designers and retailers with a valid Market pass, guests who visit the company's InterHall location can pick up a "Fast Pass," allowing them quick and easy access to the company's 220 Elm showroom. Upon visiting 220 Elm, buyers can drop a raffle ticket at the front desk for a chance to win one of three iPad Pros. One winner will be drawn at the conclusion of each day on Saturday, Sunday and Monday, April 22nd through 24th and will be contacted to claim their prize.

Bradington-Young

H Contract

HF Custom

Hooker Furniture

M

PRI

Pulaski

Shenandoah Furniture

SLF

SLH

Sunset West

In addition, the company will be hosting a social event at Market:

-Sip & Shop: Sunday, April 23rd from 2 to 4 p.m., guests are invited to enjoy specialty cocktails and refreshments while browsing the company's Portfolio Program at its 220 Elm showroom, located at 220 Elm – 200, Level 2. Attendees will receive a "Market Survival Kit" filled with all the essentials needed to tackle Market.

This event is open to interior designers and retailers with a valid Market pass.

Headquartered in Martinsville, VA, [Hooker Furnishings](#) is ranked among the nation's largest publicly traded furniture sources and encompasses 12 operating businesses. These brands include: [Hooker Furniture](#), [Bradington-Young](#), [HF Custom](#), [Shenandoah Furniture](#), [H Contract](#), [M](#), [Pulaski Furniture](#), [Samuel Lawrence Furniture](#), [Prime Resource International](#), [Samuel Lawrence Hospitality](#), and [Sunset West](#). [Hooker Furnishings Corporation's](#) corporate offices and upholstery manufacturing facilities are located throughout Virginia and North Carolina, and the company has showrooms in High Point, North Carolina, Las Vegas, Nevada, 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.

###

Bradington-Young

H Contract

HF Custom

Hooker Furniture

M

PRI

Pulaski

Shenandoah Furniture

SLF

SLH

Sunset West