

KREISS

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KREISS HEADING TO HIGH POINT

Expansion of Gallery and Licensing Program Brings World-Renowned High-End Brand to World's Premier Home Furnishings Market

SAN DIEGO, CA -- For the first time in its 70-year-history, Kreiss, the world-renowned home furnishings company based here, will exhibit at the Fall 2008 High Point Market in High Point, N.C., October 20 through 26, 2008. The company's new showroom will be located in Suite 300 of the 330 North Hamilton Building in the Hamilton Wrenn Design District in High Point.

According to Michael Kreiss, president and chief executive officer of Kreiss Enterprises, the company has secured space at the High Point Market to connect with high-end retailers from around the world. The goal is to identify potential partners for its highly successful and exclusive Kreiss Gallery and licensed showroom program. Since last January, the company has partnered with key retailers to open 21 Kreiss Galleries and two licensed showrooms throughout the US, Canada, Mexico, Puerto Rico and the Cayman Islands. The firm also currently has 18 company-owned showrooms in the U.S., and will open its newest licensed showroom in Dubai later this year.

"We are rapidly expanding our brand, while closely controlling every aspect of our growth," says Kreiss, "and we feel it is important for us to continue driving the momentum of the Kreiss Gallery Program by showcasing this initiative in High Point. Despite challenging times for many in the home furnishings industry, we have found that the Kreiss Gallery Program is truly a win-win situation for retailers, in part because our selected partners enjoy exclusive geographic rights to present our dynamic line of home furnishings to their customers. And, as we all know, true exclusivity is such a rare thing in the business today. Our family and executive staff are excited about bringing the concept to the High Point Market and we are looking forward to having many fruitful meetings there with key high-end retailers from around the world."

“Kreiss’ decision to exhibit here in High Point is extremely significant for both the company and our Market and we are thrilled to welcome them to the world’s home for home furnishings,” says Brian D. Casey, president and chief executive officer of the High Point Market Authority, official sponsor of the High Point Market. “Market-goers this Fall are heading here seeking not only the newest products and latest trends, but also new concepts and solutions for growing their businesses. For this reason, the addition of Kreiss to the high-end offerings at our Market is particularly timely.”

Indeed, as Randy Good, executive vice president of well-known retailer Boyles Furniture, which operates six Kreiss Galleries, relates, “The addition of Kreiss into our stores has given us exposure to a new customer base that we would not otherwise be able to satisfy. The uniqueness of the Kreiss brand and merchandise is very appealing to us in differentiating our stores from the typical retail furniture store. Plus, we received an unsurpassed level of support by Mike Kreiss and the entire Kreiss organization in establishing our Kreiss Galleries.”

The first Kreiss Gallery in Canada opened last year at Paramount Furniture based in Vancouver, and owner Oren Samuel also reports being “very pleased with the results.” He notes, “Since we are a family-owned and -operated retailer, it has been a pleasure to partner with a family-owned supplier which shares so many of our values. When we first saw the extensive and unique line of furniture offered by Kreiss, we knew that it would be a great fit for our high-end store and we moved quickly to install a beautiful, 3000-square-foot gallery.”

The largest Kreiss Gallery, at more than 10,000 square feet in size, is located inside Top 100 retail chain Gallery Furniture in Houston, Texas. “Kreiss has been a ‘game-changer’ at Gallery Furniture,” says Gallery executive and industry icon Jim Mcingvale. “Kreiss is a great firm to work with. Not only do they produce world-class furniture, but the customer service and responsiveness of everybody at Kreiss has exceeded our expectations.

ABOUT KREISS

Celebrating 70 years in the business, Kreiss is a family-owned home lifestyles company that features an exciting international mix of custom, handmade furniture, unique accessories, professional design consulting, exclusive fabrics and bedding with 18 showrooms throughout the United States, Canada and Mexico and 15 licensed Galleries throughout the world. For more information on Kreiss, call (800) KREISS-1 or log-on to the website at www.kreiss.com.

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