

**ANNOUNCEMENT**

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Watson Products Featured for the First Time at IDEX NeoCon Canada.

Poulsbo, WA (October 4, 2010) --- Poulsbo, WA based Watson Furniture Group featured its Watson Desking brand and products, *ZO™*, *Miro™*, and *Seven™* on September 23rd and 24th in booth # 519 at the 2010 IDEX NeoCon Canada exposition. The conference and expo was held at the Direct Energy Centre in Toronto, Canada.

The effort was supported by representatives from HSquared of Toronto, Canada who considered Watson's participation integral exposure to the Toronto market. Jason Henderson of HSquared remarked,

"I believe it was a truly successful show. I have heard many comments from the marketplace stating 'it was fantastic to see Watson supporting the Canadian market.' In Toronto it is extremely important to the design community that manufacturers support the show they own - IDEX is owned by IDC (Interior designers of Canada).

IDEX has always been a can't miss event for our design community. It is the best avenue for them to gain information on new products/trends as many do not have a chance to visit NeoCon in Chicago.

ZO was very well received and many visitors commented on its impressive statement of line and sleek design. Of course Miro's iconic aesthetic is always marveled at. While Miro is a well known product line in the Toronto marketplace, it's presence at IDEX served as a refresher that Miro is here to stay."

On the heels of a spring 2010 launch of *Seven™*, Watson introduced its new universal storage line *ZO™*. Watson took advantage of IDEX to highlight *ZO*'s sliding stacker and credenza combination – a unique feature to the office furniture market. Designed to reposition atop the credenza, one movement of the *ZO* stacker turns a private nook into a collaborative workspace. With the same movement, a *ZO* stacker can be repositioned to transform a right-handed workspace into a left-handed one.

"The Toronto region has been a successful venue for our *Miro* line and we expect the *Miro* aesthetic will continue to have a home there. We hope that featuring *ZO* and *Seven* will bring attention to our (Watson's) ability to use customer feedback as direct inspiration for product design," said Steve Franz, Watson's Vice President of Sales, of the IDEX experience.

About Seven™

Seven™ consists of contoured desk shapes that can be easily installed without regard to "handedness," so that each desk is suitable for both left and right-handed users. By eliminating the need to stock left and right-handed desks, *Seven* helps facility managers more efficiently manage their desk inventories, while providing employees with customizable workstations for improved comfort and greater productivity.

About ZO™

ZO, the credenza based storage line, was engineered to increase storage depth, maximizing useful space for both large and small footprints. ZO's aesthetic is low and clean and speaks to building a collaborative space with reconfigurable privacy options.

About Watson Furniture Group

With a unique fusion of European styling and American functionality, Watson Furniture Group has changed the shape of the modern office. Watson pioneered the principles of adjustability, space-efficient shapes, and technology-friendly design decades before they became industry standards and Watson continues to innovate. Known for its sustainability measures, Watson and its brands have been recognized with the prestigious US General Services Administration's *Evergreen Award*. Watson is located in Poulsbo, Washington. For more information, visit www.watsonfurniture.com.

For additional information or questions, please contact Kara Quesada, Marketing Communications Coordinator, by phone at 800/426.1202 or via email at kquesada@watsonfurniture.com.

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