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**THE AMERICAN FURNITURE HALL OF FAME FOUNDATION
LAUNCHES ALL NEW EXPANDED WEB SITE**

HIGH POINT, N.C., March 9, 2010 — The American Furniture Hall of Fame Foundation, Inc. has partnered with FurnitureDealer.net to revamp and redesign its Web site, furniturehalloffame.com. The new site is Phase 1 of a multi-year plan to preserve our history for future generations and make it accessible in relevant, interesting ways.

For many years, the Hall of Fame Web site was provided by and hosted by Furniture World. This is the organization's first independent Web site.

"We are very grateful for the ongoing support that Russell Bienenstock has given the Hall of Fame Web site, all free of charge, for many, many years," says Don Belgrad, president of the Foundation. "It has been a labor of love that has served us well. Now it is time for us to graduate to our own site."

"We have a passion for history, business and the furniture industry, so it is an honor to be able to partner with the Foundation and help take the Web site in a new direction," says Andrew Bernstein, founder and president of FurnitureDealer.net. "The redesign of the site provides users with more detailed content and is much easier to navigate as they learn about our industry's history."

Phase one of the new site features biographies on the 81 members of the Hall of Fame, an extensive gallery of downloadable photos of Banquet guests, vintage photos from the industry and information about membership, the process of nominations to the Hall of Fame and details of the Induction Banquet. It also will include online reservations, ordering and payment for the portrait prints, books of oral histories, and the fall induction banquet later this year.

"Our vision is to make this site a one-stop resource for historical information on the furniture industry, to provide a registry of historical works and to offer hard-to-find information in collaboration with other industry organizations and universities," Belgrad says. "Ultimately, phase 2 will expand the width and depth of the site by telling the stories of the people who have made this industry what it is today while looking towards the future."

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The American Furniture Hall of Fame Foundation, Inc. is an international, industry-wide organization founded to honor those individuals whose outstanding achievements have contributed to the continued growth and development of the U.S. furniture industry, as well as to research, collect and preserve our cultural, economic and artistic history. Membership includes eligibility to vote for inductees into the American Furniture Hall of Fame, and the opportunity to help preserve the history and heritage of the industry. The organization is based in High Point at 202 Neal Place, and can be reached at 336.882.5900.

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