



## **Bassett Furniture Industries, Inc. will begin a new television branding campaign aimed at a personalized approach to solving home decorating projects.**

(Bassett, Va.) - May 19, 2003 -Bassett Furniture Industries, Inc. will begin a new television branding campaign aimed at a personalized approach to solving home decorating projects. The campaign, developed by Atlanta-based agency Frederick/Swanston, has been created to differentiate the company's Bassett Furniture Direct (BFD) retail stores from other furniture retailers.

"Since Bassett is a relatively new concept in furniture retailing, we wanted to develop commercials that were also new to furniture advertising," said Michael Satterfield, vice president of marketing and retail. "Rather than following the trend of pretty pictures of furniture on sets, we wanted to show Bassett as a part of people's lives."

"People generally buy furniture at very emotional times - marriage, childbirth, first house - yet never before has a major furniture company tried to connect with people during these emotional times," said Rob Spilman, president and chief executive officer. "In the ads, Bassett plays a vital role during watershed moments in real life stories."

In the first ad, a woman is informed that she has been approved for adoption. She and her husband take the child's drawing of a dream room and fulfill it at Bassett Furniture Direct. In the other spot, a young couple finds out that his parents are bringing them their old living room furniture. The couple declines the offer and promptly creates a new stylish living room at Bassett Furniture Direct, much to the chagrin of the visiting parents.

The ads are revolutionary in the furniture sector because they tap into consumer emotions, rather than simply display furniture or having a spokesperson hard-sell products and services.

According to Bassett's research, buying furniture is people's third largest purchase after their homes and cars. Yet furniture stores to date have done little to put people at ease with their purchase decisions. Bassett Furniture Direct stores go a long way to eliminating the fear of buying furniture.

Bassett Furniture Direct stores feature model living rooms, dining rooms, bedrooms and home offices that display clearly the quality and versatility of the Bassett line.

Founded in 1902, Bassett Furniture Industries Inc. is one of the world's leading manufacturers and marketers of branded home furnishings. Bassett's products, designed to provide quality, style and value, are sold through Bassett Furniture Direct stores, At Home with Bassett, Five Star and other furniture and department stores. The Company's common stock is traded on the NASDAQ market under the symbol BSET. More information about Bassett is available at [www.bassettfurniture.com](http://www.bassettfurniture.com).