



Bassettbaby Announces Partnership with Babylicious

BASSETT, Va., Aug 13, 2007 (PrimeNewswire via COMTEX News Network) --

Bassett Furniture Industries, Inc. (Nasdaq:BSET) is partnering with Babylicious to offer hip, fresh, quality baby bedding and essentials under the Bassettbaby brand name. The companies have developed several new collections and will unveil the new products next month at the ABC Kids Expo in Las Vegas.

"This new partnership is a perfect marriage between our burgeoning baby bedding company and a well-established baby furniture manufacturer," said Tina Barkley, president of Babylicious Gear Ltd. "We are thrilled to team up with Bassettbaby to give our customers everything they need for their stylish nurseries: hip, fresh bedding and accessories, and beautifully crafted cribs."

"Our new relationship with Babylicious is outstanding from a product and conceptual standpoint of branding," said Lex Bendall, vice president of Bassett Juvenile. "We will work with Babylicious in creating exciting designs in infant bedding and essentials. Bassett has one of the most trusted and recognizable names in the infant furniture business and this partnership is a major step in leveraging that trust and brand recognition to other infant product categories."

Bassettbaby's vision is to create "The World of Bassettbaby" in multiple nursery and infant product categories. Brand expansion through product coordination across several categories and utilizing the correct marketing vehicles will create an easy and enjoyable experience for the Bassettbaby customers to style the nursery in a fashion that is consistent with their lifestyle and decorative preferences.

Bassettbaby's partners in branded products include Babylicious for infant bedding and accessories and Kids Preferred for plush. The company will announce a layette partner in the near future.

Mr. Bendall continued, "It is our intention to add more product categories that compliment the brand and our strategy of offering a complete product solution for first time moms and dads for the care of their infant or toddler. We all believe the powerful trust in the brand and the combination of various product categories can create excellent marketing opportunities for retailers."

Bassettbaby is devoted to creating stylish, quality furniture that will grow up with your baby. Each piece is made with the same attention to detail that we give our grown-up furniture. Bassettbaby styles are designed to be beautiful and charming today and tomorrow. In a nursery, then a youth bedroom, and even in a guest room one day. Choice hardwoods and rich beautiful wood veneers create lasting styles and durability.

About Bassett Furniture

Bassett Furniture Industries Inc. is a leading retailer, manufacturer and marketer of branded home furnishings. Bassett's products are sold primarily through Bassett Furniture stores, with secondary distribution through multi-line furniture stores, many with in-store Bassett Design Centers. Bassettbaby(r) cribs and casegoods are sold through specialty stores and mass merchants. For more information on Bassettbaby visit www.bassettbaby.com.

About Babylicious

Established in 2005, Babylicious is a well known hip brand for today's modern parent. The products are available in more than 350 boutiques across the country as well as major retailers Target.com and FAO Schwartz. The company prides itself in offering 100% cotton, quality products that offer new parents essentials and bedding with flair, reflecting their own sense of style. Babylicious is based in Vancouver, B.C., Canada.

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This news release was distributed by PrimeNewswire, www.primenewswire.com

SOURCE: Bassett Furniture

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