



## **Bassett Supports Elway Home Brand With New National Ads, Promos for 2006**

December 22, 2005: BASSETT, VA -Bassett Furniture Industries, Inc. (NASDAQ: BSET) is supporting its Elway Home by Bassett brand with a national advertising and promotional campaign to market the New Year's sale period and launch of Elway Home New American Retreat collection. Broadcast and print art were created and scheduled by Bassett's in-house Marketing Group and Atlanta-based agency, Frederick/Swanston. Michael Satterfield, vp marketing, Bassett, made the announcement.

The multi-media campaign is anchored by Elway Home :30 national cable television spots scheduled to run from December 28, 2005 through January 21, 2006 and again with a focus on home theater from January 25 through February 4, 2006 on cable channels HGTV, E!, ESPN, ESPN2, Fox News, Food Network, Fine Living and DIY. Other components in the campaign include a direct mail brochure; promotional sweepstakes; in-store merchandising; interactive and streaming website promotions; email marketing; statement stuffers; truck billboards.

"With the debut of New American Retreat, Elway Home by Bassett offers new pieces for the dining room, living room, and bedroom," says Mr. Satterfield. "The creative for this campaign announces that the new product is available at Bassett Furniture Direct stores nationwide, and reinforces Bassett's branded messages of quality and style."

The Elway Home Theater sweepstakes prize package from Bassett and Sony Style is valued at \$20,000. The prize includes a Sony Dream System 42" lcd rear projection Grand Wega television; Elway Home sectional upholstered furniture; Elway Home entertainment center; and Elway Home occasional tables. Consumers can enter to win online at [www.bassettfurniture.com](http://www.bassettfurniture.com), or at participating Bassett Furniture Direct store locations nationwide.

Bassett's in-house marketing team also produced Elway Home New American Retreat branded promotional materials that are available to Bassett Furniture Direct stores for creating advertising specific to their local consumer marketplaces. Additionally, the stores are supported with in-store promotional events and public relations initiatives.

Bassett's longstanding commitment to customized design choices continues with the Elway Home Collection. Elway Home New American Retreat complements the relaxed, casual styling of the popular Elway Home game table, bar, and home theater collections. The new collection will continue to offer cabinetry sized to fit today's large screen televisions, including Sony Style choices available at Bassett Furniture Direct stores. Visit [www.bassettfurniture.com](http://www.bassettfurniture.com) for shopping information and store locations.

### **About Bassett Furniture Industries, Inc.**

Bassett Furniture Industries, Inc. (NASDAQ: BSET), is a leading manufacturer and marketer of high quality, mid-priced home furnishings. With over 125 Bassett Furniture Direct stores, Bassett has leveraged its strong brand name in furniture into a growing network of licensed stores that focus on providing consumers with a friendly environment for buying furniture and accessories. The most significant growth vehicle for Bassett continues to be the Company's dedicated retail store program. Bassett's retail strategy encompasses affordable custom-built furniture that is ready for delivery in the home within 30 days. The stores also feature the latest on-trend furniture styles, more than 1,000 upholstery fabrics, free in-home design visits, and coordinated decorating accessories. For more information, visit the Company's website at [www.bassettfurniture.com](http://www.bassettfurniture.com).

### **About John Elway**

The Stanford economics graduate has proven to be as successful off the field as he was on. Elway Home by Bassett launched with sales exceeding all first year projections. The entrepreneurs other business ownerships interests include auto dealerships, an Arena Football team, and a restaurant bearing his name. In addition, Elway is also a spokesperson for a select few fortune 500 companies including Moretz Sports. When you think of an American Sports Icon you think of John Elway. In Elway's previous career, he quarterbacked the Denver Broncos to back-to-back wins in Super Bowl XXXII and XXXIII. The former Denver Bronco is a member of the Pro-Football Hall of Fame, Class of 2004.

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