



Bassett Announces Key Appointment to Lead Brand and Store Strategy; Jason Camp Joins Bassett Furniture as Senior Vice President of Retail

BASSETT, Va., Aug 02, 2006 (BUSINESS WIRE) -- Bassett Furniture Industries, Inc. (NASDAQ: BSET), a leading marketer, manufacturer and importer of branded home furnishings, has announced the appointment of Jason Camp to lead the company's retail and brand strategies. As senior vice president of retail, Mr. Camp will refine and enhance the consumers' brand experience in its Bassett Furniture Direct stores. In his new role, Mr. Camp will be responsible for sales, marketing, retail merchandising and corporate store operations.

"The retail landscape of the furniture industry has changed dramatically over the last several years," said Robert H. Spilman Jr., president and chief executive officer. "We will rely on Jason's expertise to continue to improve our retail store model and communicate our proposition of stylish, well-priced home furnishings to consumers."

Mr. Camp served most recently as senior vice president and general manager of the retail division at Restoration Hardware. He will report to Mr. Spilman.

"Experience has demonstrated that a brand-driven approach to selling consumer products results in greater consumer satisfaction. Jason's expertise and vision is ideal to further developing Bassett's retail stores and improving all aspects of sales and marketing," said Mr. Spilman.

Commenting on his new post, Mr. Camp said, "Bassett has one of the top brands in the furniture industry and is well positioned to build its brand by controlling how the products are presented in a retail setting. I'm excited about the opportunity and I truly believe building a meaningful relationship with our consumers will ultimately result in a profitable, long-term relationship. I am dedicated to making Bassett the brand of choice for consumers."

With 136 Bassett Furniture Direct stores, Bassett has leveraged its strong brand name in furniture into a growing network of licensed and corporate stores. Bassett Furniture Direct was created in 1997 as a single source home furnishings retail store that provides a unique combination of stylish, quality furniture and accessories with a high level of customer service. The store features custom order furniture, more than 1,000 upholstery fabrics, free in-home design visits, and coordinated accessories.

Prior to joining Bassett, Mr. Camp was with Restoration Hardware for 10 years. From 1992 to 1996, Mr. Camp held various store management and project roles at Gap, Inc. Mr. Camp has a bachelor degree in marketing and international business from Illinois State University.

About Bassett Furniture

Bassett Furniture Industries, Inc. is a leading manufacturer and marketer of high quality, mid-priced home furnishings. With more than 135 licensed and corporately owned 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 and professional environment for buying furniture and accessories. While the Company continues to sell its products to other retailers, 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. (BSET-G)

SOURCE: Bassett Furniture Industries, Inc.

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