



## **Bassett Furniture Announces First Ever Catalog; 1.2 Million Consumers Nationwide Receive Debut Printing**

BASSETT, Va., Aug 31, 2006 (BUSINESS WIRE) -- Bassett Furniture Industries Inc. (NASDAQ: BSET) has launched its first-ever catalog targeted directly toward consumers. Starting last week, the 84-page book was shipped to 1.2 million households across 21 markets in the United States. The announcement was made by Michael Satterfield, vice president, marketing, Bassett Furniture.

Already a top-20 furniture producer and retailer in the U.S., Bassett created the new catalog to enhance its communication and interaction with consumers across the country. The catalog will present the company's Bassett Furniture Direct stores as leaders in home decor, custom furniture solutions and personal service. The primary purpose of the catalog is to drive shoppers to the stores, with secondary goals of improving the company's overall brand image, brand preference and website traffic.

"Bassett's number one priority has always been to provide the best possible products and service," said Mr. Satterfield. "By developing this direct-to-consumer catalog, we believe we will be able to reach out more easily not only to our existing customers, but introduce Bassett to a whole new generation of consumers."

The 104-year-old company is one of the most popular, and highly-recognized brands in the industry. Bassett has 111 licensed and 25 company-owned Bassett Furniture Direct stores throughout the country.

Consumers will be able to log on to Bassett's website, [bassettfurniture.com](http://bassettfurniture.com), to view the catalog and to request a hard copy through the mail. Following the debut catalog, Bassett plans to issue four catalogs in 2007. Product price points range from \$40 - \$3,000.

### 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 stores that focus on providing consumers with a friendly and professional 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). (BSET-G)

SOURCE: Bassett Furniture Industries Inc.

Bassett Furniture Industries Inc.  
Jay S. Moore, Director of Communications, 276-629-6450  
Fax: 276-629-6418  
[jsmoore@bassettfurniture.com](mailto:jsmoore@bassettfurniture.com)

Copyright Business Wire 2006

News Provided by COMTEX