



## **Bassett Furniture and HGTV Form Strategic Partnership to Launch Two New Furniture Lines**

BASSETT, Va., Sept. 8, 2011 (GLOBE NEWSWIRE) -- Bassett Furniture and HGTV will create an HGTV HOME-branded line of custom upholstery and accent furniture available in Bassett Home Furnishings stores in 2012. Also in 2012, separate HGTV HOME furniture collections will be made available to the Top 100 and major independent furniture retailers across North America and select international markets. These exclusive furniture collections will be displayed in new showrooms at the IHFC in High Point beginning in April 2012 and at the World Market Center in Las Vegas in July 2012.

"This strategic alliance brings together Bassett's knowledge of the furniture industry through more than a hundred years of building hand-crafted furniture with the popularity and credibility of the HGTV brand," said Robert H. Spilman Jr., president and CEO of Bassett Furniture Industries. "These products will inspire homeowners and offer consumers exclusive designs and quality without compromise."

The HGTV HOME consumer product line, launched earlier this year, includes offerings in paint, flooring, lighting and soft goods. HGTV HOME products are designed to be both functional and stylish, providing consumers with the right blend of form and innovation. Rooted in great design and aligned with current marketplace trends, the products translate the rich content, educational and inspirational voice, and great style that consumers love about HGTV to home and lifestyle products.

"HGTV Home is all about creating smart and stylish products based on our years of experience informing and inspiring consumers both on-air and online," said Ron Feinbaum, general manager of consumer products for HGTV. "Consumers trust HGTV to help them make informed decisions for their homes. Marrying the HGTV know-how with great furniture products from Bassett will help consumers find the right style, design and quality in their furniture buying process."

### **About Bassett Furniture**

Bassett Furniture Industries, Inc. (Nasdaq:BSET), is a leading manufacturer and marketer of high quality, mid-priced home furnishings. With 90 licensee- and company- owned Bassett Home Furnishings stores, Bassett has leveraged its strong brand name in furniture into a network of dedicated stores and 450 independent dealers that focus on providing consumers with a friendly environment for buying furniture and accessories. Bassett's retail strategy includes affordable custom-built furniture that is ready for delivery in the home within 30 days. The Bassett Home Furnishings stores also feature the latest on-trend furniture styles, more than 750 upholstery fabrics, free in-home design visits, and coordinated decorating accessories. For more information, visit the Company's website at [bassettfurniture.com](http://bassettfurniture.com). (BSET-G)

### **About HGTV**

HGTV, America's leading home and lifestyle brand, is one of cable's top-rated networks and is distributed to more than 99 million U.S. households. HGTV's website, [HGTV.com](http://HGTV.com), is the nation's leading online home-and-garden destination that attracts an average of 4 million unique visitors per month. The HGTV HOME products line currently includes exclusive offerings of paint, flooring, lighting, soft goods and other home-oriented products. In partnership with Hearst Magazines, the HGTV Magazine, a home and lifestyle publication, will be available on newsstands beginning October 2011.

Headquartered in Knoxville, Tenn., HGTV is wholly owned by Scripps Networks Interactive Inc. (NYSE:SNI), which also operates Food Network (<http://www.foodnetwork.com>), DIY Network (<http://www.diynetwork.com>), Cooking Channel (<http://www.cookingchanneltv.com>), Travel Channel (<http://www.travelchannel.com>) and Great American Country (<http://www.gactv.com>).

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