

For Immediate Release

For Further Information Contact:
Futon Association International
Phone: 407-447-1706
Email: info@futon.org

Futon Association Announces Lease at World Market Center Las Vegas

(Orlando, FL) – The Futon Expo and Specialty Sleep Show® 2005, owned and managed by the Futon Association International (FAI), is pleased to announce it has contracted lease space with World Market Center for the inaugural Las Vegas Market in July 2005. FAI has leased temporary space with the intentions to move into a permanent showroom with the building of Phase 2. FAI views the move to Las Vegas as a chance to add value to Futon products and build relationships on both the manufacturing and retail side.

“We have been working on this deal for two years and our persistence has finally paid off,” said FAI President Brian Donohoo. “This deal will allow us to maintain our visibility in the home furnishings industry and help keep our manufacturing membership in a position to see the significant numbers of buyers who will attend this new show. In addition, we were able to negotiate a discount on lease prices that we can pass on to our exhibitors.”

With over 20 years of unique and independent shows, FAI has decided, for the first time, to combine the Futon Expo and Specialty Sleep Show® at World Market Center. This move gives retail members of FAI a single destination to sample new products in 2005 and smaller exhibitors an opportunity to tie into the marketing campaigns of the Association.

“The home furnishings world is changing, and World Market Center is both a result and catalyst of this transforming industry. Our category intends to embrace these new horizons and explore progressive ways to add value and support membership,” said Board Member Tom Conrad. “We expect exciting results in Las Vegas and feel very fortunate to have this much space to be able to co-locate our shows at one great Market.”

World Market Center represents a significant new opportunity for the home furnishings industry. It will be a state of the art campus, which addresses the needs of domestic and foreign manufacturers alike. Specific features, services, and high-tech capabilities of World Market Center will distinguish it from present approaches in the industry, leading to a new channel of distribution and sales for manufacturers and retailers all over the world.

Scheduled to open in 2005, World Market Center is the largest home furnishings showroom complex in the West. The first stage of World Market Center will encompass 1.3 million square feet of permanent showrooms and 400,000 square feet of temporary pavilions. A Design Center, located in Phase 1, is dedicated to all facets of home furnishings and will be open year round to the trade.

The Futon Association International's goal is to advance futon furnishings in the marketplace and to help their members thrive. FAI offers their members a variety of benefits, including credit card services and member help line.

For more information, contact:
Futon Association International
10705-7 Rocket Boulevard
Orlando, FL 32824
Telephone: 1-800-327-3262
Website: www.futon.org.

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