



highmark
seating made simple

on the mark

MONTHLY UPDATE – JUNE / NEOCON 2008

REP / DEALER ISSUE 3

Highmark Launches New Brand, New Look and New “Simple Seating” Focus

Highmark officially launches its new brand at NeoCon 2008, with elements such as a new logo, a new look, new “simple” focus, and many new marketing materials and sales tools.

At Highmark, we believe seating should be simple and our new brand reflects this ideal.

Our new mantra is that seating should be “intuitive, clean, affordable and green.”

“We want our dealers and designers to find our new line of products are designed with clean lines, intuitive controls, and a green conscience.”

Chuck Loeb, Highmark President

Our chair series are arranged at optimal price points with just the right amount of choice, features and functionality for each seating application. The featured chairs were chosen to help simplify a selection for specific application and budget.

We’re showcasing our best-selling, most innovative chairs in each seating application in a “good, better, best” format with a bronze, silver or gold bundle. With our “simple sell” concept, once a dealer understands the

customer application and has identified the customer’s needs and budget, they can offer a tailored seating solution with a bundled option.

Our new InSync chair will make its long-awaited debut at the show. This chair is the ultimate in high design at an affordable budget. InSync is the chair that fulfills every aspect of our new mantra of being intuitive, clean, affordable and green. It features an innovative, “simple design” that is ideal for multi-application use.

Our new “simple service” focus is as simple as 1-2-3. **Customers can simply call us at**

800-441-4975 or e-mail our warranty department at warranty@highmarkergo.com if there are any problems.

Simply provide the following information:

- 1) Job number on the chair**
- 2) Problem statement, and**
- 3) Ship-to address**

Our simple freight program now offers 1–3 chairs for \$30, and 4 or more chairs for free.

Highmark has a “no-haggles-keep it simple” attitude. It’s that simple!



TYPE	PERFORMANCE
ERGO	<p>caldo BRONZE</p> <ul style="list-style-type: none"> • Low Back • 5 Star Base • Fixed Tilt Arms • Ergonomic Neckrest/High Back <p>\$349 MSRP (EST. 2008)</p>
BETTER	<p>minima BRONZE</p> <ul style="list-style-type: none"> • Low Back • Adjustable Function Control • Fixed Tilt • Removable Neckrest/High Back/Adjustment • Low profile Height and 5 Star Base • Ergonomic Neckrest/High Back <p>\$549 MSRP (EST. 2008)</p>
BEST	<p>coldo BRONZE</p> <ul style="list-style-type: none"> • High Back • Fixed Tilt Control • Fixed Tilt Arms • Ergonomic Neckrest/High Back <p>\$1099 MSRP (EST. 2008)</p>

NeoCon®
World's Trade Fair 2008

Annual 2008 NeoCon Show Edition

REMINDER!

National Sales Meetings for Rep Partners on June 8th

We’ll be holding two national sales meetings for Reps on Sunday, June 8th, from 8:30–11AM and 1–3:30 PM. Food and beverages will be served.

Agenda items include:

- Sales presentation of our new Highmark brand
- Launch of new marketing materials, including brochures, price book, binder, new fabric cards, Highmark guide, and more
- New “simple sell” philosophy
- “Good, better, best” product positioning

Highmark Showroom

Merchandise Mart Chicago
10th Floor, Showroom #110

www.highmarkergo.com

15731 Graham Street, Huntington Beach, CA 92649 T 800.441.4975 F 714.903.0644

Get InSync with Highmark's Intuitive New Multi-Application Chair

InSync is the first chair in the InMotion Task line and is also the first of its kind available in the U.S. InSync embodies the next evolution of innovative chair design. Its technology is breakthrough. And the chair itself is simple, intuitive and easy to use. It is ideal for multi-application use, which makes it a great choice for Conference, Task or Executive Task seating solutions.

InSync delivers high-end design and superior ergonomic benefits at a down-to-earth price. InSync was designed exclusively for Highmark by Francisco Romero of Phidesign.

Featuring weight-activated Body Balance technology, InSync combines high design with simple, breakthrough technology. There is no tension adjustment, and just one lever is needed, to adjust the height. InSync raises the bar in chair design, setting a new industry benchmark in innovation and simplicity.

InSync is intuitive, clean, affordable and green.

The technology is intuitive and easy to use. InSync automatically conforms to the user's body and continually adjusts itself with every movement or change of posture and balance. Since it self-adjusts, InSync eliminates human error, reducing workplace injuries and stress. It works to ensure the user is in the correct position, providing the ultimate in ergonomic back support.



The design is clean and simple. InSync uses a unique knit-back design, tailored to fit over the back frame of the chair. An optional, adjustable lumbar offers increased support, especially to the extensive task user. InSync features an attractive handcrafted fit & finish, top stitching detail, and comfortable, European sit.

The chair is affordable. InSync is an impressive chair offered at an impressive price. It's the first affordable weight-activated Body Balance chair in the market.

The materials are green and environmentally friendly. The materials used to make InSync are 98% recyclable, making it a great environmental choice. Once in mass production, LEED certification is planned.

InSync is simply... design perfected.

InSync Competitive Comparison Chart



	InSync	Knoll Life	Humanscale Freedom	AllSteel Sum	Humanscale Liberty
Price	\$799	\$1,180	\$1,055	\$884	\$965
Active Lumbar	Yes	Yes, magnetic	No	No	No
Mid/High Back Support	Mid/High	Mid	Mid	Mid/High	Mid
Back	Knit Mesh / Upholstered	Mesh / Upholstered	Upholstered	Upholstered	Mesh
Tilt Lock	Yes – 3 positions	No	No	Yes – 1 position	No



Visit Highmark at NeoCon 2008

We invite you to come by Showroom #110 on the 10th floor of the Chicago Merchandise Mart during the times below and check out the new Highmark.

Monday, June 9th – 9AM to 5PM; Masseuse – 1PM to 7PM

Tuesday, June 10th – 9AM to 5PM; Masseuse – 1PM to 5PM

Wednesday, June 11th – 9AM to 5PM

VIP/Media Preview

Highmark is hosting an exclusive VIP/Media preview of InSync on Monday, June 9th from 5–7PM. Wine, cheese and appetizers will be served. Designer Francisco Romero of Phidesign will be there to explain the superior technology behind the InSync chair.

Come see us on Monday from 1 – 7PM or Tuesday from 1 – 5PM for a FREE 5-minute neck and shoulder massage, refreshments, giveaways, and a chance to check out the brand-new InSync chair.

InSync Is Focus of PR Campaign

When we introduce InSync at NeoCon 2008, the industry will be watching. Highmark is in the middle of building an intensive public relations campaign to create buzz around the groundbreaking chair and its new brand position as “office seating made simple.”

We’ve entered InSync in a number of new product categories for the “Best of NeoCon” entries. We’re hopeful the judges deciding on the winning products will think our new chair is as innovative in design and technology as we do!

Recently, a story about the new Highmark was published in “**The Monday Morning Quarterback**” and we’re hoping to get one into “**Office Solutions.**” You’ll see articles about InSync in a variety of industry and design media before and after NeoCon.

PR Expert Hired To Help Launch InSync Chair

Highmark hired public relations professional, Stephanie DuPre, to obtain media attention and generate publicity around the launch and unveiling of InSync, the first “intuitive,” affordable weight-activated InMotion chair. Expect to see an increase in press coverage about Highmark and InSync before, during, and after NeoCon. We’re currently working with a number of reporters to generate press about our new “simple” philosophy and this breakthrough new InSync chair. Stay tuned!



paul's
selling
tips

Paul Anderson, Highmark VP of Sales

High-End Chair Technology Now Meets Mid-Line Price Point

Office chair designers specifically in the high-end arena over the past five years have begun focusing on simple intuitive functionality, unlike previous chair designs, which were based more on the function of multiple paddles and levers.

This transition to next generation technology, which promotes movement while sitting for better health and well being, has been extremely well received since the introduction of the Humanscale Freedom Chair, the Knoll Life Chair and the Allsteel Sum chair. All of these chairs have one thing in common, they have one lever and do not have a tension spring. The chairs all use counter balance technology, which replaces the need for a tension spring by using the user's body weight to counter balance the tension.

However, the higher price point of these chairs prevented the majority of users from taking advantage of the benefits of such chairs. Until now.

With the introduction of InSync, we're offering the first affordable chair of this caliber at hundreds of dollars less than its counterparts. InSync is the first mid-market chair to use counter balance technology, which we call Body Balance technology.

Henry Ford didn't invent the automobile but he did mass produce it so the minority of users became the majority - a parallel that Highmark plans to duplicate in the office seating market with its InSync chair!



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HIGH FIVE



Congratulations and a big "High Five" to Highmark's resident sales expert, Paul Anderson, who has been promoted to VP of Sales, effective May 1, 2008.

Paul Anderson brings 23 years of sales success to his position as Vice President of Sales. Prior to joining Highmark in 2006, Anderson led the western region sales team for Humanscale. During his tenure there, he was heavily involved in the strategic planning and implementation for the launch of the Liberty chair and continued unprecedented growth of the revolutionary Freedom chair.

Before entering the furniture industry, Anderson made his mark at Neopost Inc. a worldwide provider of postal solutions

software, and Pitney Bowes Inc., a provider of processing equipment and integrated mail solutions, winning many accolades and awards for outstanding sales and leadership achievements in both organizations.



Highmark Welcomes Two New Rep Firms!

OED / David Hornecker, Principal

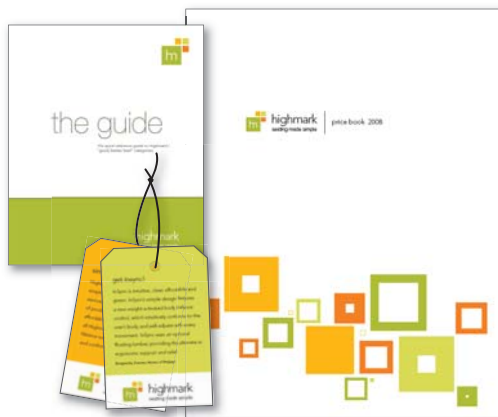
Territories include N. Carolina, S. Carolina, Georgia, Alabama, Part of Mississippi, Louisiana, and a portion of the Panhandle.

Rodenbeck Associates / Terry Rodenbeck, Principal

Territories include Southern California, Arizona, New Mexico and Southern Nevada.



announcing our new quick guide & price book



The Highmark guide for 2008 is here! The guide is a handy quick-reference to our best-selling and featured chairs. Pick up your copy at the Highmark Showroom on the 10th Floor in Showroom #110. Highmark has also added 23 new brochures, new fabric cards, a new binder and branded hang tags.

And while you're at the Showroom, you can request a copy of the new price book. It is organized according to Highmark's new "good, better, best" pricing strategy for fast and easy ordering.

NEXT ISSUE SNEAK PREVIEW

- Revised Web Site
- Product Roadmap
- Chair Updates
- Plus Much More!



Check our website for the new spiff sheet!

For a product demo or to find an authorized Highmark dealer, visit www.highmarkergo.com or call toll-free at 800-441-4975.

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Huntington Beach, CA 92649

