



Highmark Selects Dobie Associates for Go-to-Market Planning, Sales Programs and Strategic Marketing Services

*Office-seating Manufacturer Taps Marketing Experts to Drive
Unprecedented New Product Roll-Out Program*

HUNTINGTON BEACH, CA – (Marketwire – November 20, 2009) – Orange County-based seating manufacturer **Highmark** recently announced it has retained **Dobie Associates** to drive strategic planning, expansion of distribution channels, and develop and execute on an eight month product launch blitz. Dobie Associates is a hands-on marketing strategy, business planning, and consulting firm headquartered in Seal Beach, California.

“As we continue to invest in the business and aggressively position Highmark as the seating-made-simple leader, it’s imperative we align ourselves with partners who have a proven track record of scaling businesses and building global brands,” said Chuck Loeb, President and Founder of Highmark. “Dobie Associates will play an integral role in designing and executing on our go-to-market plan for late 2009 and early 2010. They will also support our ongoing branding efforts by delivering a host of new interactive communications, marketing programs and sales support materials.”

One year ago, Highmark burst onto the scene with a revamped brand promise that emphasized simplicity: simple sell, simple design, and simple service. From products to pricing, the company has been committed to remaking the office seating industry from top to bottom. The debut of its revolutionary *InSync* design, the first in the company’s InMotion series, brought the brand mission to life. The company plans to keep the momentum with programs and products designed to support its “simple” message.

“Highmark is in a unique position to capture market share and establish a dominant position in the seating industry,” commented Doug Dobie, President of Dobie Associates. “It’s rare, especially in this economy, for a seating manufacturer such as Highmark to launch one or two new products – yet they are rolling out an astonishing five new products and three major product enhancements over the coming eight months. The stage is set for 2010, and we’re thrilled to help Highmark lead the way.”

About Dobie Associates, Inc.

Dobie Associates is a hands-on strategy and consulting firm, with the single-minded purpose of increasing client shareholder value through the development and execution of distinctive strategies and programs. The Company’s client roster is a who’s who of global leaders and emerging companies including Qualcomm, Sage Software, Fluidmaster, Motorola, and Salesforce.com. For more information, visit www.DobieAssociates.com.

About Highmark

[Highmark](#) is seating made simple: simple sell, simple use, and simple service. Headquartered in Orange County, CA – a confluence of fashion, art and eco-friendly design – Highmark offers intuitive, clean, affordable, green designs built with cutting edge technology. Founded in 1992, Highmark is known for quality, selection, and unparalleled customer service. All Highmark products come with a lifetime warranty on components, conform to international ergonomic guidelines, and are available with Speed Ship delivery. For more information about the company and its products, visit www.highmarkergo.com, watch us at www.YouTube.com/HighmarkSeating, or follow us on Twitter at www.twitter.com/highmarkseating.

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