



Highmark Continues Momentum with new entries in its *InMotion* series of counterbalance chairs

The popular InSync will debut new looks and welcome companion chairs at NeoCon 2009

HUNTINGTON BEACH, CA (15 June 2009) – Continuing the momentum begun with the introduction of the wildly popular *InSync* at NeoCon 2008, Orange County, CA-based Highmark will debut new entries in its revolutionary *InMotion* series of counterbalance chairs at this year's show.

When *InSync* debuted at NeoCon 2008, it won rave reviews for bringing high design down to earth. Highmark saw its showroom attendance increase by more than 200% over the prior year. Industry VIPs like Giancarlo Piretti praised *InSync*'s unique combination of high design principles with simple, breakthrough technology.

Intuitive, clean, affordable and green, *InSync* generated buzz throughout the show that has continued throughout the year. *Buildings* magazine awarded *InSync* a Certificate of Excellence and *Design Journal* designated it a platinum winner in the 2009 ADEX awards.

InSync has become the fastest growing task chair in Highmark history. At NeoCon 2009, the company will show off *InSync* with upholstered and leather backing, and in new finishes, making *InSync* suitable for even the most discriminating user.

Highmark will also debut two new chairs in the *InMotion* series at NeoCon: the *InTune* and an *InSync* side chair. Sporting an anti-microbial polymer back, *InTune* offers the same health benefits found in *InSync* at an even lower price point. The *InSync* side chair comes in many color combinations.

Highmark partnered with *InSync* designer Francisco Romero of Phidesign again for the new editions. Featuring *Body Balance*, a weight-activated counterbalance technology, the *InMotion* series of chairs is the simplest ergonomic chairs on the market. To use: Simply sit down.

InMotion chairs conform to users' bodies and continually adjust with every movement or change of posture and balance. Since they self-adjust, Highmark's *InMotion* chairs eliminate human error, thereby reducing workplace injuries and stress. Their unique design ensures users are correctly positioned and remains ergonomically supported.

InMotion chairs are 98% recyclable, made of 21% recycled post-industrial material, and are Greenguard certified. In mid-back or high-back options, with fixed or height & width adjustable arms, with or without a floating lumbar, and in a wide variety of colors and finishes, *InTune* and *InSync* are suitable for all styles of décor.

###