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One Year Later...

Highmark Relaunch as the Simple Solution in Office Seating Succeeds
*Branding strategy that brought high-design down to earth
keeps company grounded during economic storm*

HUNTINGTON BEACH, CA – One year ago, Orange County, California-based Highmark burst onto the scene with a revamped mission that emphasized simplicity: simple sell, simple design, and simple service.

From products to pricing, the company has been committed to remake the office seating industry from top to bottom. The debut of the *InSync* brought the brand mission to life.

The first in the company's *InMotion* task seating line, *InSync* brought high design down to earth. Intuitive, clean, affordable and green, Highmark's *InSync* won rave reviews at NeoCon 2008. The company's showroom attendance increased by more than 200% over prior year. Industry VIPs like Giancarlo Piretti loved *InSync*, hailing the chair's designer Francisco Romero of Phidesign for combining high design with simple, breakthrough technology.

Buildings magazine awarded *InSync* a Certificate of Excellence and Design Journal designated it a platinum winner in the 2009 ADEX awards.

The momentum Highmark generated at last year's show helped the company break new ground. Since then, *InSync* has become the fastest growing task chair in Highmark's history and has been specified by respected A&D firms like Gensler and HOK for both national and international projects and standards. Best of all, says Highmark President/CEO Chuck Loeb, the company has signed on many new dealer and rep groups across the US.

Even after the economy imploded in October, Highmark and its products – such as the Emme, Ten, and many others, in addition to *InSync* – have posted strong results. Loeb reports that the close of Q1 2009 was the biggest quarter in the company's 17-year history, with bookings up by more than 15% over prior year.

In an industry that has been hit as hard as office manufacturing has been hit in the economic turmoil, Loeb refuses to predict what the future holds for his, or any other company. He plans to continue to build on the brand mission, optimistic that Highmark's simple approach is the right tactic to take during the current climate.

Unlike most manufacturers, **Loeb continues to invest in the business.** Highmark recently moved all of its assembly to its Huntington Beach headquarters and announced numerous upgrades in components used in its lines. It has also streamlined its offerings to eliminate chairs that do not meet its '*intuitive, clean, affordable, and green*' standard. Additionally, the company recently hired a Kaizen business expert to assist it as it moves to world class manufacturing standards.



*Branding strategy that brought high-design down to earth keeps company grounded during economic storm
(cont'd)*

Additionally, the company has undertaken Greenguard certification, and hopes to complete the process before NeoCon 2009.

Greenguard certification will be one of two Highmark NeoCon announcements. The company will also debut new entries in the *InMotion* series at NeoCon: *InTune* and an *InSync* side chair. Representing the entry-level chair in the line, *InTune* delivers the same counterbalance technology and high design as *InSync*, but uses polymer instead of a knit back.

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. At NeoCon 2008, the company debuted the revolutionary *InMotion* Task Seating line - the first affordable weight-activated counterbalance line in the US - with the launch of the *InSync* task chair. 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.

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