

For immediate release
contact: Charles S. (Chuck) Loeb
tel 714.903.2257
chuckl@highmarkergo.com

HIGHMARK INTRODUCES OPEN AIR, A RACY NEW LOOK IN TASK / CONFERENCE SEATING

HUNTINGTON BEACH, CA, October 5, 2006 – HighMark introduces Open Air, a fresh, racy new look in task and conference seating, as part of a bold season of product introductions from the Southern California manufacturer of mid-range contract seating.

Open Air is a sleek, contemporary design with racy, European styling. The brainchild of HighMark's in-house design team, Open Air features a flexible, perforated back that anticipates and responds to movement – and inspired the chair's name. Exclusive molded casters, styled like alloy wheels on a sports car, complete the design.

Open Air is available with a plastic or upholstered back, three control options – intuitive adjustment, swivel tilt, or self-adjusting – four arm options, and 100s of fabric selections, including FoamMesh™, a layer of breathable mesh fabric laminated to an additional layer of foam. FoamMesh™ is an exclusive new fabric available only at HighMark. The seat cushion is constructed of contoured HD foam for optimum comfort. Depending on the options selected, Open Air can be used for a variety of task and conference requirements.

Chuck Loeb, President of HighMark, says, "Open Air was a satisfying project for our team to develop. The open geometric pattern in the back lent the chair a sleek, smart feel that played off well against the chair's 'hidden' design features – the technology and engineering that supports the piece but which rarely gets attention. We were particularly gratified to earn such a glowing response from dealers and end users at our NeoCon launch."

###

HighMark is a designer and manufacturer of mid-range contract seating. Established in 1992 in Huntington Beach, California, HighMark is known for its breadth, offering solutions in executive, task, guest, conference, side, and specialty seating. HighMark has built its reputation on a 99% complete and on-time delivery service, a relentless commitment to quality, and a lean, entrepreneurial style. Corporate offices and manufacturing are located at 15731 Graham Street, Huntington Beach, California 92649. For additional information regarding HighMark or its line of contract furnishings, please contact Chuck Loeb, President, at 714.903.2257 or e-mail chuckl@highmarkergo.com.