

Elite Manufacturing Celebrates 20th Anniversary with High Point Showroom Redesign
Largest Market Product Introduction Led by Designer Carl Muller
Rick Lee Debuts Dining and Occasional 'Wave' Collection

SANTA FE SPRINGS, CA., Oct. 9, 2008 – Contemporary furniture manufacturer Elite Manufacturing Corp. will celebrate its 20th anniversary in grand style during the fall High Point Market, Oct. 20-26 in High Point, NC. The company will unveil its newly renovated High Point showroom, located in space D-520 of IHFC's Design wing, during Market.

The revamped space serves as the ideal setting for Elite Manufacturing's most extensive product launch. At 33 SKUs, the mid- to high-end producer has doubled the number of its typical market introductions, spearheaded by lead designer Carl Muller, who has worked with the company since 1993. Elite is recognized for its leadership in offering European looks scaled to American tastes and sizing.

Elite's market intros include a new group from San Francisco furniture designer Rick Lee, who is renowned for his sleek, modern designs. Lee's Wave Collection features dining and occasional tables sporting leather-wrapped bases, glass tops and metal accents. Rounding out the group are an upholstered bench and corresponding with biscuit-tufted back and seat atop spare champagne-colored metal legs. Lee has collaborated with Elite for over seven years, primarily in the barstool category; this is his largest product debut for the company, to date.

"The new items by Lee are something of a departure for Elite," says Peder Sorensen, vp sales and marketing. "Wave represents our use of new materials like the leather on the table bases and demonstrates our adaptability and production innovation."

The look for the redesigned exhibitor space was conceived by Nolen Niu, a retail showroom and product designer who is also credited with several Elite audio-visual media unit designs.

A 20th anniversary event is scheduled for Monday, October 20th at 5:30 pm. Owner Peter Luong and designers Carl Muller and Rick Lee will be on hand for the celebration.

Elite Manufacturing also will introduce four new product categories at the fall High Point Market: accent ottomans, benches, and occasional chairs as well as laser-cut folding metal screens, a decorative accent item. Metal, glass and other materials are combined to create the stylish, contemporary designs.

"We see a huge opportunity during this time to strengthen our position with retailers and to invest in the future," says Sorensen. "Unlike a lot of companies in these challenging economic times, we are focused on expansion and are looking ahead."

Elite Manufacturing's High Point introductions will be made available in the company's usual 48 design options, including 24 colors of microfiber, eight leather colors and 110 Ultrasuede® fabric choices, a recent addition to the company's offerings.

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ABOUT ELITE MANUFACTURING

Founded in 1988 by Peter Luong and Robinson Ho, Elite Manufacturing Corp. began producing promotionally priced metal-and-glass desks before evolving into mid- to high-end line of contemporary furnishings. Today, the company is known for its signature designed metal-and-glass dining tables and chairs, occasional tables, bars and barstools, entertainment units and home office furniture, all of which are made to order and shipped from its California-based factory within 10 working days. www.elitemfgusa.com

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[High-resolution images available upon request.]

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