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**BOYLES BACK IN BUSINESS: HOLDING COMPANY ANNOUNCES PURCHASE
OF AND NEW PLANS FOR CAROLINA-BASED RETAIL FURNITURE BRAND**

Mooresville, NC (December 29, 2011) — A North Carolina-based holding company announced today that the once-troubled Boyles retail furniture brand has been purchased and that initial plans for re-launching initiatives under the nationally recognized brand name have been finalized.

The holding company, Home Furnishings Delivered (HFD), secured the Boyles name and intellectual property for an undisclosed amount earlier this year. HFD is led by is led by former Boyles executive Chad Hendricks and Alex Hendricks, the founder and president of Snug Furniture.

First steps for re-launching the brand include a significant new retail operation in Mooresville, NC's Home Furnishings Warehouse, a retail furniture complex in the sprawling former Burlington Mills site.

Working closely with the Mill's developer Michael Bay, the new location is preparing to open in the Spring under the name *Boyles Furniture Direct*. Filling more than 45,000 square feet, and expected to grow to more than 60,000 square feet within the year, Boyles will be an anchor tenant in what Bay has described as a home-focused destination for everything from furniture and accessories to bath and kitchen fixtures.

"We knew this was a perfect way to re-introduce the brand," said Chad Hendricks, a managing partner with Boyles' new parent company. "Our goal is to deliver great style at great values—all the best of what people remember about the Boyles name—and the mill in Mooresville is an ideal environment for that. Michael and his team truly understand the low cost, low overhead retail model. They have been great allies to us as we work to establish the Boyles brand again."

The Hendricks went on to outline other aspects of the *Boyles Furniture Direct* operations. The retail approach, they noted, would draw on the management team's experience in big box retailing, their relationships with domestic and international vendors, and their success in large-scale sales events like Boyles' famous Metro Sales.

The new 'Direct' operations would also align better than past Boyles efforts with consumer expectations for affordable furniture without the typical style and quality compromises associated with them. The 'Direct' retail model will deliver on those expectations with an exciting warehouse

experience showcasing the best selection of well-styled, well-made furniture at the lowest prices possible.

“This is an exciting first step back into the marketplace for the brand,” noted HFD’s other managing partner, Alex Hendricks. “For decades, the Boyles name has meant stylish furniture at the lowest prices in the country. We’re looking forward to building that reputation once again.”

Boyles Furniture Direct, which plans to open doors officially on March 1, 2012, is the first of several bricks and mortar and online divisions being developed and funded by HFD. Revitalized online initiatives for the Boyles brand are planned for late January, 2012.

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About Boyles Furniture Direct and Home Furnishings Direct :: Boyles Furniture Direct is a new retail furniture concept being launched in Mooresville, NC under the revitalized and repositioned Boyles Furniture brand. The concept focuses on delivering the type of quality, style and manufacturer-direct values that have long been associated with the Boyles name. The Boyles brand name is owned, and all related divisions are operated by, Home Furnishings Delivered, a holding company led by furniture industry veterans Chad and Alex Hendricks and headquartered in Hickory, NC.