



FOR IMMEDIATE RELEASE:

CONTACT:

Carla Mata-Sprinkles 336.803.1334 or
carla@creativecommunicationservices.com

Gen Y Sets New Standards For The Home Furnishings Industry

La Verne, CA--- If you're wondering about the latest trends in home furnishings, just take a look at who's buying them.

Generation Y, loosely defined as the 70 million Americans born between the late 1970s and the mid 1990s, is setting new standards for the home furnishings industry.

Whether furnishing a dorm room, a first apartment, a new home, or their parents' basement, Generation Y consumers demand innovation and flexibility.

"Those in Gen Y think nothing of picking up and moving to a new job, a new city -- even a new career -- at a moment's notice," says Mike Brechtel vice president and business development of Mac at Home. "When it comes to home furnishings, they are looking for pieces that are fashion forward, durable, storable and affordable."

Gen Y shoppers pride themselves on keeping up with the latest trends. Whether it's the newest technology or a current fashion craze, Gen Y has often moved on to the next trend before it even hits the Baby Boomer radar.

"This group is not going to buy something just because it has a name brand their parents value," Brechtel says. "They are attracted to the same sleek styling, bright colors and innovative designs that distinguish their cell phones, laptops and PDAs."

Most in Gen Y grew up at the center of their parents' lives. The first generation to grow up with the Internet, they are used to influencing family purchases. And while they are financially savvy, they also crave instant gratification.

"Mac at Home appeals to them, because of its affordability and portability," says Brechtel. "They can wake up one morning, decide they need a loveseat and chairs, run to their local retailer, load up the car, and have the furniture set up in time to invite friends for cocktails at seven."

- MORE -



Page 2 Gen Y Sets New Standards For The Home Furnishings Industry

Colors like Lime Flavored Green, Cool Black, Hot Pepper Red, Tangerine and Mocha Brown appeal to their creativity and sense of fun. Sleek, collapsible silhouettes move easily from dorm room to first apartment to new home to vacation home. Adjustable seating positions and fashion-forward fabrics, in microfibre, leather, corduroy, chenille and cotton, provide comfort and flexibility.

A Gen Y shopper may start with a Mac at Home Adjustable Chair in a dorm room, then add a Room in a Box, which includes a loveseat, chair and cocktail table, for a first apartment. The Adjustable Sofa and Bed is perfect for a guest room or even a nursery, while Stackable Chairs provide seating for entertaining when space is at a premium.

Like Gen Y consumers, who can listen to an iPod, prepare a financial report and text a vacation request to the boss all at once, Mac at Home pieces are multi-taskers.

“Mac at Home is as chic and comfortable in a metropolitan living room as it is in a suburban game room,” Brechtel says. “Each piece is designed to move throughout the home, as well as from home to home. Mac at Home is flexible, innovative and spirited -- just like those in Gen Y.

#

Mac At Home, a division of the Tofasco Company, is one of the largest manufacturers of collapsible furniture in the world.

Founded in 2002 and celebrated for bringing value-driven solutions for the home to the marketplace, Mac At Home is headquartered in LaVerne, California.

Mac At Home’s collection is leveraged by its unique concept of developing home furnishings with the same innovation, ingenuity and engineering of its outdoor line. Forms synonymous with function and durability, are translated, creatively into fun, comfortable furnishings solutions, especially suited to today’s casual lifestyles.

Mac At Home supplies various kinds of retailers such as specialty, .com, and furniture stores,

- MORE -



Page 3 Gen Y Sets New Standards For The Home Furnishings Industry

throughout the U.S., Europe, Japan, and Australia. Many of Mac At Home's designs are copyrighted; all are executed through overseas manufacturing. Categories include seating, tables, back to college or small home office, and children's.

For more information about Mac At Home and its products, visit www.mac-at-home.com.

#