



Media Inquiries:

Clifford Public Relations

Haily Zaki/(323)966-4606/haily.zaki@cliffordpr.com

Jolene Abbott/(323)988-0798/jolene.abbott@cliffordpr.com

JL Furnishings (JLF)/Lone Meadow Expands its “Green” Collection
Showcasing New Innovative Sustainable Designs for the Hospitality Industry



Stacey Schield's award-winning sustainable lounge chair



Chelan bar stool



Yukon occasional lounge chair

LOS ANGELES, CA – JL Furnishings (JLF)/lone meadow, the exclusively sustainable division of JL Furnishings and a leader in hospitality furniture design and manufacturing, has expanded its collection with the introduction of fourteen new creations; from sleek, modern lounge chairs to elegant sofas with stylish patterns. With a keen eye for quality, craftsmanship, luxury design, and product innovation, CEO and President of JLF/lone meadow, Jeffrey Lazar, is proud to showcase the new products at the 2007 Hospitality Design Expo in Las Vegas (Booth #2836). As with all JLF/lone meadow furnishings, the new collection exemplifies the firm’s commitment to bringing green sustainable practices and progressive designs to the hospitality industry. The company is at the forefront of the sustainable hospitality furniture design and is currently the only hospitality manufacturer offering exclusively green custom seating.

“JLF/lone meadow has made a long-term commitment toward substantial high-end, ‘green’ manufacturing in hospitality seating,” says Jeff Lazar, CEO of JLF/lone meadow. “We are proud to employ upwards of 300 people in both California and North Carolina, who share the common goal of producing innovative, well-designed and environmentally-sound products for our industry.”

In addition to showcasing their unique designs, JLF/lone meadow is proud to announce the recipient of the NEWH Sustainable Hospitality Design Award at the 2007 HD Expo's Green Luncheon on Wednesday, May 9, 2007. Conceived by Jeffrey Lazar in conjunction with NEWH's Initial Sustainability Chair and current advisor, Jillian Van Dresser and Lynda Sullivan, NEWH board member, the award was intended to encourage and inspire up-and-coming young designers to create sustainable products. This year, the NEWH Sustainable Hospitality Design Scholarship Award will be presented to Stacey Schield, an undergraduate interior design student at the University of Cincinnati. In addition to the scholarship awarded to Schield, Designtex, an industry leader with its Sustainable Initiatives Fabrics, has also agreed to match JLF/lone meadow's contribution and donate \$5,000 to the University of Cincinnati's Interior Design program. Schield's award-winning lounge chair was created using fully sustainable materials including Designtex's Applesed textile for the upholstery. The chair will be on show at JLF/lone meadow's booth during HD's Expo.

This year, fourteen new JLF/lone meadow pieces will be unveiled at the HD Expo. Some highlights include the beautifully designed *Yukon* occasional lounge chair, the sleek *Silver Falls* sofa and the elegant *Chelan* bar stool. JLF/lone meadow's commitment to clean manufacturing includes adherence to 100% recycled, no virgin foam which eliminates high levels of toxic VOC's (volatile organic compounds) and using sustainable hardwoods recognized by S.F.I (Sustainable Forestry Initiative) in all of its pieces. Customers can choose from a selection of environmentally-sound textiles such as those from Designtex Sustainable Initiatives. In an effort to further support the environment, a portion of all JLF/lone meadow profits are donated to The Nature Conservancy, an organization aimed at preserving the environment.

Jeff Lazar, a true pioneer and visionary, is committed to exploring new, innovative methods of manufacturing, more specifically, sustainable manufacturing. With this in mind, in 2005 he established JL Furnishings sister company, JLF/lone meadow with the goal of providing 100% green and sustainable seating for the hospitality industry. JLF/lone meadow's approach to environmentally-friendly custom seating is setting the standard for green manufacturing and is fully committed to producing high-quality products with

minimal environmental impact. Currently, JLF/lone meadow has attained a 95% green solution while simultaneously continuing to improve and enhance comfort and quality.

About JLF/Lone Meadow

JLF/Lone Meadow, the exclusive sustainable manufacturer of luxury seating for the hospitality industry, was established in 2005 by CEO and President Jeffrey Lazar. The company successfully weds innovative product design with sustainable manufacturing while continuing to improve and enhance comfort and quality. Currently the company has attained a 95% green solution with goals of becoming 100% sustainable in the near future. JLF/lone meadow’s approach to environmentally-friendly custom seating is setting the standard for high quality green manufacturing and design for the hospitality industry.

About JL Furnishings

Established in 1997, JL Furnishings, the leader in sustainable hospitality furniture design and manufacturing has been growing rapidly under the stewardship of CEO and President Jeffrey Lazar, who has over 20 years of experience in the hospitality manufacturing business. Today, JLF is recognized as the top manufacturer of sustainable hospitality seating attaining a 75% green solution. JLF’s product line includes a wide selection of seating, including benches, ottomans, bar stools, sofas, and arm chairs. In addition JLF offers a selection of case goods including coffee tables and consoles. With four manufacturing facilities around the nation including three in Rancho Dominguez, CA and one in Asheboro, NC, JLF boast nearly 200,000 square feet of office and manufacturing space, providing the means to continue on-site, domestic production. JLF looks forward to continuing their tradition of providing comfort, quality, service and value in each and every product for their enviable slate of clients such as the Ritz Carlton, Wynn Resorts and Casinos, Turnberry Resorts and Holland America.

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