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### ***LEA FURNITURE INTRODUCES SPONGEBOB SURF CLUB A NICKELODEON™ ROOMS COLLECTION FOR TWEENS & TEENS Ride the Wave to Lea!***

**HIGH POINT, NC, APRIL 2010** – Lea Furniture, the youth specialist in children’s bedroom furniture, is rolling out the second wave of its highly successful Nickelodeon Rooms collection – SpongeBob Surf Club. Designed to reflect the casual Southern California lifestyle and the independent and free-spirited nature of tweens and teens, this collection’s vibe is totally cool.

The 28 piece SpongeBob Surf Club is geared up for tweens and teens, and is the latest in the Nickelodeon Rooms collection. The new line will launch at the Lea showroom, C934 in the IHFC building, this April at the High Point Furniture Market.

The concept for the collection emerged from conversations between Lea and Nickelodeon at the last October Furniture Market with regards to vintage SpongeBob. “We have forged a partnership with Lea that is steeped in creativity as well as brand knowledge and stewardship,” said Hal Snik, senior vice president domestic licensing for Nickelodeon/Viacom Consumer Products. “Lea’s product development team has taken to heart Nickelodeon’s ‘kid’s first’ approach and has designed furniture that is responsive to parenting, kids and lifestyle trends.”

Inspired by time worn graphics, nautical themes and old surfer movies, Lea’s product designers combined their interpretation of the laid-back, American lifestyle and the Southern California 60’s surf style to create SpongeBob Surf Club as a collection of signature pieces and beds with up to date functionality twists.

“It’s always a challenge after a successful major introduction to keep the momentum and bring product to market with the same excitement and enthusiasm, but that is not the case with SpongeBob SquarePants,” said Earl Wang, Senior Vice President, sales and merchandising for American Drew and Lea. “We think this collection more than delivers.”

The SpongeBob Surf Club style features a time worn feel thanks to the use of heavily distressed, weathered oak wood. The use of sun washed half-tone graphics and muted colors, weathered bronze hardware and 100% stone-washed cotton canvas delivers an aged and faded look. The collection evokes a more carefree, sun-kissed version of the SpongeBob we’ve all come to know. He never takes life too seriously, loves the west coast vibe and is always in search of the perfect wave!

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The collection offers two signature accent chests that use graphics as key design elements. The Crate Chest resembles a steamer trunk that's been around the world. Old luggage labels, hardware in the shape of large bolts and SB '99 embossed tops remind us SpongeBob was created in 1999. The Surfer Chest has five drawers and features vintage SpongeBob catching a wave. Adding a whimsical touch, the SpongeBob Self Portrait Mirror features a doodle of SpongeBob etched into the corner. This signature originates from an episode where SpongeBob draws himself in the sand and the drawing comes to life as DoodleBob.

Unique to the new collection is a multi-functional, space-efficient chest desk that slides out from the side of a three drawer dresser, or can be neatly tucked away when not being used. Along with the desk is a rolling chair fashioned as a modern interpretation of an old wooden lifeguard chair with life preserver-shaped graphics that read - Ride the Wave, SB '99 Mussel Beach and the SpongeBob surfing logo. The 54 inch mobile media center functions as an entertainment console or a desk set on casters that can be pulled out or pushed in to save space and a separate, finished bottom shelf offers opportunities for display. Both pieces are great for the bedroom, a play room or den.

The SpongeBob Surf Club collection offers four bed options including a platform, panel and two loft beds. The castered platform bed features locking caster wheels, underbed storage and padded back rests upholstered in faded canvas sail cloth, making it a comfortable place to hang out, do homework or play video games. The hutch loft bed is only available in full size and comes with a seven shelf hutch on one end, a privacy curtain on the other and upholstery covered memo boards along the back. The curtain and memo boards are both made from the faded canvas sail cloth, giving the loft a beach tent feel. The panel loft bed, available in full or twin, looks like an island beach shack with window cutouts and enough room beneath for a desk, dresser or another bed. Inspired by the look of classic island shutters, the panel bed conveys a casual, laid-back style and is available in full or twin with an optional bookcase headboard.

The collection also offers an assortment of chests that feature recessed hardware pulls with a rustic, merchant ship look that resemble a ship's porthole. Graphics that look like old luggage labels remind us of the places we've been - Goo Lagoon, Mussel Beach or Bikini Bottom - and can be found inside all the drawers along with the Nickelodeon medallion. Each case has a badge of authenticity in the front left corner embossed with SB '99. Along with the signature chests, the line includes a drawer dresser, bureau, drawer chest, single drawer chest, open shelf and nightstand.

### **About Lea**

Lea is the leading producer of youth bedroom furniture, and also makes second bedroom furniture in a wide variety of styles and finishes, at moderate prices. Lea is a La-Z-Boy Incorporated company.

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### **About La-Z-Boy Incorporated**

La-Z-Boy Incorporated is one of the world's leading residential furniture producers, marketing furniture for every room of the home. The La-Z-Boy Upholstery Group companies are Bauhaus, England and La-Z-Boy. The La-Z-Boy Casegoods Group companies are American Drew/Lea, Hammary and Kincaid.

The corporation's proprietary distribution network is dedicated exclusively to selling La-Z-Boy Incorporated products and brands, and includes 317 stand-alone La-Z-Boy Furniture Galleries® stores and 475 ComfortStudios®, in addition to in-store gallery programs at the company's Kincaid, England and Lea operating units. According to industry trade publication In Furniture, the La-Z-Boy Furniture Galleries retail network is North America's largest single-brand furniture retailer. Additional information is available at <http://www.la-z-boy.com/>

### **About Nickelodeon Consumer Products**

Nickelodeon Consumer Products manages the world's third largest licensing business, representing leading properties such as *SpongeBob SquarePants* and *Dora the Explorer*, and managing merchandising for Nick Jr., Nickelodeon, Comedy Central, MTVN International, and Spike TV.

Nickelodeon, now in its 31th anniversary year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books, magazines and feature films. Nickelodeon's U.S. television network is seen in more than 100 million households and has been the number-one-rated basic cable network for more than 15 consecutive years. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B).

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