

FOR IMMEDIATE RELEASE:

Contact:

Tom Schmidt

Soflex Furniture

Telephone: (972) 241 - 0600

FAX: (972) 241 - 0618

tschmidt@soflexfurniture.com

www.soflexfurniture.com

Soflex Leather Furniture's Quick Ship Gets Quicker

Farmer's Branch, Texas, July 7, 2008 — Soflex Leather Furniture based in Taizhou, China with it's US warehouse in Dallas, Texas, recently announced an expanded partnership with UPS Freight. As part of the new agreement between the two companies, delivery times into the states of Virginia, North Carolina, South Carolina and Florida have gone from a three day delivery to a two day delivery effective immediately.

Soflex President and CEO, Tom Schmidt, was quoted as saying, "Our internal commitment to ship all orders the same day coupled with UPS's commitment to deliver product within 1 to 4 days anywhere in the United States including the new 2 day delivery into the Carolina's, Florida and Virginia merely serves to strengthen our "Soflex Express Same Day Quick Ship Program" on the 14 core leather styles we stock in our Dallas warehouse. There are many furniture companies in the southeast that can't even deliver in two weeks let alone the two day service that Soflex and UPS provide. This gives us a tremendous advantage over our competitors and significantly helps our retail partners, especially small to mid-size retailers and decorators and designers, with cash flow, inventory turns and profitability."

Larry Mendoza, Shipping and Operations Manager for Soflex adds, "I have been working with UPS Freight for over 10 years and they have continued to improve their delivery times as well as the handling of product. We have worked hard to develop our packaging at the factory level. Combine this with our proprietary box that we ship in and UPS's commitment to handling our merchandise and we have not had a freight claim with UPS in over a year."

-more-

Soflex (page 2)

For additional information, contact:

Tom Schmidt
Soflex Furniture
Telephone: (972) 241 - 0600
FAX: (972) 241 - 0618
tschmidt@soflexfurniture.com
www.soflexfurniture.com

Soflex has been manufacturing leather upholstery for over 25 years and entered the U.S. market in July of 2007. The factory is located in Taizhou, China and its U.S. warehouse is in Dallas, Texas. Soflex warehouses 14 core styles in Dallas and ships product the same day the order is received with 1 to 4 day lead times anywhere in the continental United States as part of its Soflex Express Quick Ship Program. Additionally, Soflex has over 100 styles ranging from contemporary to traditional that are available by direct container.

###