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HW HOME PREPARES FOR 2007 GROWTH AND EXPANDS DESIGN TEAM

Denver CO | 01_01_07 | FOR IMMEDIATE RELEASE | At a quarter when retail sales historically dip, HW Home is ramping up design team resources for the new year. 2007 will be a milestone year for the Boulder-based interior design and home furnishings firm that began just in 1999. The addition of the Cherry Creek North home store in 2004 introduced the luxury brand to Denver's metropolitan community. The anticipated opening of the Greenwood Village home store in Spring 2007 will better service HW Home's Southern Colorado constituents. *"In the midst of large national chains, we strive to stand alone"* states co-founder Ron Werner. *"It is our unique mix of interior design accessories from around the globe, the best furniture manufacturers in the states, personalized interior design services, and old-fashioned customer service to our clients that is our success."* Adding co-founder Jim Hering, *"It is the power and engagement of our team the public craves for when shopping for interiors. Clients come to us for an experience large retailers and commission-based houses cannot give."*

Jennifer Fahrer promoted to Director of Sales | Jenn joined HW Home in September 2000 and was soon commanding the Flatiron Crossing home store as manager. Her new position will drive HW Home's partnerships with developers, contract, hospitality, realty, ASID/AIA members, and sharpen clienteling with the unique shopper. Jenn's passion for interior design began at the age of 9 when she was stealing her mother's Architectural Digest. She graduated with a BA in Theatrical Design and Acting. Her costume designs for Charles Bush's *Sleeping Beauty* won her a Kennedy Center Award.

Beverly Needham promoted to Co-Manager Pearl Street East home store | Bev was the first HW Home team member when the first home store opened May 1st, 1999. Her commitment is unparalleled. Bev's passions are centered in her community. She is an active board member of the Dairy Center for the Arts and for the past 15 years she has championed fundraising efforts for The Denver Children's Hospital with her woman's cycling team.

Pamela Friesen promoted to Assistant Manager Cherry Creek North home store | In August 2006 Pam brought eight+ years of home furnishings retail expertise to HW Home. She has a BA in Fashion Design from Seattle Pacific University. Pam can be seen at Cherry Creek North trailed by her trusty companion Rufus, the official HW Home Pug.

Matt Bikus hired as Assistant Manager At-Large | Matt has a long interiors career, most recently with the Mitchell Gold + Bob Williams company, where he first met HW Home as their vendor trainer. His breadth of interiors knowledge and extensive upholstery training will be critical as HW Home's design consulting team expands with new home store openings and design team new hires. He is a graduate of Oregon State University in Marine Biology.



PEARL STREET EAST | 1941 PEARL STREET | BOULDER | P 303 545 0320 F 303 545 0944

THE VILLAGE AT FLATIRON CROSSING | BROOMFIELD | P 720 887 1223 F 720 887 1343

CHERRY CREEK NORTH | 199 CLAYTON LANE | DENVER | P 303 394 9222 F 303 394 9111

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Kimberly Hathcock + Richard White named Senior Design Consultants | A new team level for HW Home, the senior position will support design team members in design projects. Kim & Richard's combined years of interior design vision, clienteling expertise, and out-of-the-box thinking will assist in expanding projects with developers, hospitality, contract, and single home owners. Kim has a BFA in Interior Design from Georgia Sate University. Richard has a BFA in Art History and a degree in interior design. He has been creative visual director for Bullocks, The Bon, and Lenox China.

Kelli Murphy, Greg Young, Chastity Vann + Eric Welch hired as Design Consultants | The inclusion of these individuals increases the HW Home Team to 22 intensely talented designers. A non-commission house, HW Home designers service clients on the team strategy. *"When our design consultants are working on a project, we create the most dynamic team matching the design challenge with our people's individual areas of expertise,"* states Jim. *"It's our way of operating our business in the 'yes'. There's truly no project we can't support."*

About HW Home |

Founded in Boulder in 1999, HW Home was fashioned by Jim Hering then general manager for Holly Hunt's flagship Chicago Merchandise Mart showroom coupled with Ron Werner as senior vice president with Smith Barney's Chicago office. HW Home has quickly grown as a forerunner in bringing unique fashion forward interior design elements and services to Colorado. With locations in Boulder, Flatiron Crossing, and Cherry Creek North, the HW Home Design Team provides dynamic interior design services to the front range and beyond.

"We set out to build a great business based on classic American business values that focus on quality, style, and value. Most importantly, we measure our success by our customer's satisfaction alone", says Ron. *"We merged textbook entrepreneurship with Jim's exceptional eye for interior design. Our initial plan was for one great shop in Boulder."*

Ron and Jim keep their eye on the future. Outgrowing their first store within the first year, they moved next door almost doubling their size. They converted the original location to HW Design ~ a cottage business offering high-end floral design along with architectural design services and European antiques. *"With HW Design as part of our team,"* states Jim, *"it's our way of operating our business in the 'yes'. There's truly no project we can't support."*

This attention to their client's needs brought their Flatiron Crossing store in Broomfield into the fold in August, 2000. With the Fall 2004 opening of their third location in the new Clayton Lane development of Denver's prestigious Cherry Creek North as the flagship, HW Home again more than doubled their size. The fourth home store location in Greenwood Village is slated to open Spring 2007.

"One of the many things that sets us apart from other retailers and big box chains is our large warehouse operation in Boulder", says Ron. *"Over 90% of what we show on our retail floors can be delivered in a day's notice. Need a complete dining room before the holidays? We can make that happen with our white-glove*



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delivery team. Again it's our way of living in the 'yes' and continually striving to satisfy our customer."

HW Home is strongly committed to showcasing local designers such as Linea Vita Bedding, Zents Aromatherapy, and national brands such as Thomas O'Brien, Mariette Himes Gomes, and Alexa Hampton for Hickory Chair, Michael Weiss for Vanguard, Mitchell Gold + Bob Williams, Bernhardt, Cisco Brothers, Jan Barboglio, Jamie Young, Bonjour, Diptyque, and Salviati amongst others.

HW Home Honors |

- Nominated for **Innovation Award 2007** by the Colorado Business Committee for the Arts (to be announced March 2007)
- Nominated for **Retailer Of The Year 2006** by the ARTS Awards (to be announced January 2007)
- Won **Retailer Of The Year 2005** by the ARTS Awards
- Won **Illumination Design Award 2005** by Illuminating Engineering Society of North America for Cherry Creek North home store architectural lighting design
- Awarded **Equality In Business Award 2003** by the Human Rights Campaign presented by Tipper Gore

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