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HW HOME AWARDS EMPLOYEES OF THE YEAR 2006

Denver CO | 12_20_06 | FOR IMMEDIATE RELEASE | Employee empowerment is integral to HW Home's human resource manifesto. With 35+ team members, 3 retail locations, a luxury floral and interior design cottage business, and a massive warehousing and installation operation, there's little time to sit on past laurels. Each team member is called upon to challenge, question, and make the whole better through their individual commitment and active involvement. So each Holiday Season, the entire HW Home team picks their own and honors the *EMPLOYEE OF THE YEAR* and the *MOST DISTINGUISHED EMPLOYEE*.

Mark Miller was awarded *Most Distinguished Employee of the Year* for his strong commitment to the HW Home team. Mark holds the new position of Visual Merchandising Manager, melding his years of creative talent with HW Home's unique merchandise mix. Mark plus guest will vacation for five days in Hawaii. Mark's BS in Computer Information Systems began his career in web design. From there he spent over eight years with Eddie Bauer and Saks Fifth Avenue as Visual Merchandiser. While putting himself through college, Mark spent many years working with developmentally challenged adults.

David Sumrak was honored as *Employee of the Year*. As Director of Sales + Marketing he guides HW Home's brand through advertising, public relations, in-store events, web development, charitable giving, direct marketing, B2B partnerships, amongst other hats he wears. David plus guest will travel to Costa Rica for seven days with Zoom Vacations, the Chicago-based luxury tour adventurers. He met HW Home back in 1999 as Director of Marketing for the Mitchell Gold + Bob Williams company, one of their upholstery suppliers. When not at HW Home, David sits on development committees for Planned Parenthood Rocky Mountain and the local Arthritis Foundation chapter.

"It was important to Ron and I that we took ourselves out of the nomination process," states HW Home founder Jim Hering of his partner Ron Werner. *"As owners we want our team to take ownership of our success and growth and make themselves accountable."*

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*



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

In the midst of large national chains, one local Colorado company stands alone. HW Home brings unique 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.

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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