



FOR IMMEDIATE RELEASE

## **HITCHCOCK CHAIR COMPANY TO SELL BRAND**

*New Hartford, CT- December 5, 2005* -- Hitchcock Chair Company, a Connecticut manufacturer of handcrafted hardwood furniture collections, has announced plans to sell its venerable brand and wholesale business.

“We are in discussion with manufacturers in the industry who will continue Hitchcock’s legendary craftsmanship, quality standards and distinctive brand heritage” said Ronald Coleman, Hitchcock president and CEO since 1996. “ We will also consider new opportunities and creative offers from the Connecticut business market. Our first choice would be to preserve American-made furnishings by maintaining a presence for Hitchcock in our state.” adds Coleman.

Hitchcock presently distributes its classic hardwood collections and signature series to select furniture retailers throughout the United States and its four Connecticut stores. The company sells to the trade from a Hitchcock showroom at High Point, North Carolina. A

110, 000 square-foot factory in New Hartford, Connecticut is the main operation center for manufacturing, assembly and finishing processes.

Hitchcock's flagship retail store and showroom has become a shopping destination and tourist attraction in the historic town of Riverton, Connecticut. The company also manufactures several product lines and home furnishings under private label collections.

The restructure is a result of the current economic climate in the case goods market and the proliferation of retail competition from overseas production. "The future of Hitchcock is in the wholesale trade division and the brand extensions that will evolve with new ownership", says Coleman.

The company has also announced the retirement on the part of Robin Faccenda, Chairman and Owner of Hitchcock, as the catalyst for its decision to sell.

In an effort to reduce inventory, Hitchcock will plan a series of sales at its Connecticut stores. The inventory reduction sales will be held at the Glastonbury location, 131 Griswold Street; Wilton, location, 22 Danbury Road and in Orange, 185 Boston Post Road and the Factory Store located in Riverton. Customer orders, deliveries and service will all be honored in the ordinary course of business.

Yankee legend Lambert Hitchcock, founded the Hitchcock Chair Company in 1825. Crafted from the finest Northeast solid hardwoods such as cherry, hard rock and red maple, Hitchcock incorporates hand-woven rush seats, mortise-and-tenon joint construction, dovetail and intricate stenciling into its American-made furniture collections.

The Hitchcock Chair Company and Hitchcock Fine Home Furnishings are privately held and headquartered in New Hartford, Connecticut.

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