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FOR IMMEDIATE RELEASE

BDI ANNOUNCES DAVE HERMAN AS PRESIDENT

Accomplished Industry Professional to Lead Business Growth

CHANTILLY, VA – June 17, 2009 – Contemporary furniture manufacturer BDI announces the hiring of Dave Herman as the new President of the company. Effective June 1, the position reports to Bill Becker, CEO and Design Director.

Herman is recognized for his experience in leading the growth of design driven luxury companies such as Hartmann and Dansk. He has held various industry positions, most notably, CEO and President of Hartmann, Inc., the highly respected luggage and leather goods company. During his six-year tenure he helped to successfully build and guide the company through various growth and development periods, growing sales in specialty retail channels and expanding the product assortment.

Herman also served as President of Dansk, where he was instrumental in building and developing the brand. During his time at Dansk, the company experienced tremendous growth in the tabletop market while expanding into the gift and housewares business. Other notable positions throughout his career include President of Retail Stores for Lenox, Director of Retail Stores for Coach and Operating Vice President and Store Manager of Bloomingdales.

“Due to BDI’s significant growth over the last 25 years, we were looking for a unique leader who has experience in developing and growing a brand with its retail partners as well as someone with expertise in worldwide distribution. Additionally, it is imperative that the leader understands specialty retail channels and shares the same core values that have driven BDI forward for 25 years. Dave is a natural fit as he possesses this unique combination,” states Bill Becker. “This will allow me to refocus my energies on design and continue to bring innovative products to market. We see many opportunities for growth under Dave’s leadership.”

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About BDI:

Since 1984, BDI has combined innovative design and thoughtful engineering to create home theater furniture solutions that integrate technology beautifully into any home. First to market with features such as hidden wheels and a concealed center channel speaker drawer, BDI has developed a reputation as an industry leader. Visit us online at the new www.bdiusa.com.