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BDI UNVEILS LATEST CREATIVE ADVERTISING CAMPAIGN

Company Takes a Lighter Approach with National Branding

CHANTILLY, VA. – August 26, 2009 – Contemporary furniture manufacturer BDI unveils a new advertising campaign set to run in some of the leading *AV* and home design publications. Beginning in fall issues, the new ad campaign takes a clever approach to BDI's performance feature icons, which depict innovative features found in their furniture line.

BDI's latest print ad campaign also segues from its traditional silhouetted product shots to upscale lifestyle photography. Highlighting design and innovation capabilities, BDI's ads focus more on the company's sharp attention to detail and integrating technology beautifully in the home. With icons titled "Drop Dead Gorgeous" and "Prepare To Be Floored", the brand comes to life with new personality, while still maintaining BDI's clean, contemporary signature approach.

"Our new campaign plays up the lighter side of BDI, while keeping a focus on our beautiful design and innovative features," says Bill Becker, Design Director and CEO. "We anticipate a great response to the new lifestyle photography, and the creative spin gives the ads just the right edge to make them memorable with consumers and dealers alike."

The new print ads will be featured in upcoming shelter publications, such as *Metropolitan Home* and *Dwell*, as well as *AV* publications, such as *Home Theater* and *Sound & Vision*.

About BDI:

Since 1984, BDI has been driven by a passion for innovation and original design. More than simply 'looking good,' BDI home theater furniture is engineered to present, protect and preserve AV systems for years to come. First to market with integrated features such as hidden wheels and removable back panels, BDI has developed a reputation as an innovative industry leader. Visit BDI online at www.bdiusa.com.