



Jennifer Green
jgreen@mbapr.com
214 521 8596

Lainie Kritser
lkritser@mbapr.com
214 521 8596

FOR IMMEDIATE RELEASE

BDI INTRODUCES THE NEW VALERA COLLECTION

Innovative TV stands combine sculptural beauty with BDI's High Performance Features

CHANTILLY, VA. – October 11, 2010 –Contemporary furniture manufacturer BDI introduces the new Valera collection of TV stands. Valera features beautifully finished tapered wood panels that surround adjustable shelves, keeping electronic components within easy reach while providing a semi-enclosed appearance. The unique profile was engineered to enhance the design of flat screen technology. Designed by Louis A. Lara, the collection is comprised of four models to accommodate a wide range of TV sizes. Valera is now shipping worldwide.

The unique footprint of the Valera collection makes it a versatile solution for any room in the house – from living room to bedroom or office. Valera models 9721, 9723 and 9724 include an integrated swivel base, which provides easy adjustment of the viewing angle so any seat can be the best seat in the house. The swivel base has three settings that allow the stand to revolve a complete 360°, swivel within a 30° range or simply stay locked in place. The largest model in the collection, Valera 9729, has a stationary base with ample space for a center channel or sound bar speaker and up to a 65" TV. All four Valera models contain an adjustable center shelf (or shelves) constructed of tempered, grey tinted glass.

Valera incorporates some of BDI's signature innovations such as flow-through ventilation, tempered glass, adjustable shelves and integrated wire management. Available in Natural Stained Cherry, Espresso Stained Oak and BDI's luxurious Chocolate Stained Walnut finish. Valera is available in a range of sizes:

- Valera 9721 measures 30.5" H x 28" W x 19" D
- Valera 9723 measures 21.25" H x 33" W x 18.75" D
- Valera 9724 measures 21.25" H x 44" W x 20.5" D
- Valera 9729 measures 21.25" H x 58" W x 22.5" D

"Valera's bold sculptural qualities are enhanced when paired with a flat screen TV. The design provides a semi-enclosed appearance, keeping the side and back of electronic components neatly out of sight," says Bill Becker, BDI's CEO and Design Director. "And with four models available, there's a Valera for almost any application."

###

About BDI:

Since 1984, BDI has been driven by a passion for great design. BDI furniture is designed to seamlessly integrate technology into the home. BDI home theater cabinets set the standard by beautifully combining unique styling with integrated features, earning a reputation in the industry for innovation and quality. Visit BDI online at www.bdiusa.com.