



NEWS RELEASE

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SIMPLY BAKER™ ADDS NEW FABRICS AND FORMS **One Extraordinary Value**

CHICAGO (April 17, 2010) – Rounding out its new upholstery remerchandising strategy at the Spring 2010 International Home Furnishings Market in High Point, N.C., Baker®, a premier furnishings manufacturer and designer, added eight new frames and 28 new fabrics to Simply Baker. This highly successful series, which launched in 2008, with subsequent introductions in 2009, brings simplicity, availability and affordability to the marketplace – providing the tools to create an individual design statement with three levels of customization.

Two new sofas, two club chairs, an armless chair, corner chair and two ottomans join the current Simply Baker line-up of sofas, loveseats, chairs, ottomans and sectional presenting consumers with an extraordinary selection of upholstered forms at a remarkable value. Additionally, 28 fresh new colors bring the fabric choices to a correlating 78 fabric palette. The textural blend includes select linen, velvets, chenille, boucles, and printed and woven patterns and an array of plain cloth shades. Across all three levels, standard components still include layered hardwood frames with eight way hand-tied springs, Baker Comfort Down cushions, and shortened lead-times.

Level One: Classic “stocked” pairings of fabric-to-frame offer immediate shipping and a starting price point. The frames are offered in a single standard Baker fabric and exposed wood legs in a complementing Baker Standard Finish. A wing chair can be added in the single colorway of Chocolate velvet to round out the suite.

Level Two: This next level offers all of the Simply Baker styles in the customer’s choice of 78 fabrics and 16 Baker Standard Finishes with an unprecedented 21 day shipping policy.

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Level Three: The final level allows customers to choose from the full spectrum of over 1,500 fabrics and any Baker® wood finish. Timely shipping will be available on orders involving in-stock fabric and customer's own material once received.

For more than a century, Baker has been one of the enduring benchmarks for furniture made in America. Simply Baker continues in that tradition. From expert tailoring to eight-way hand tied springs, quality cushions and finely crafted frames, every item is what you expect it to be – great look, great comfort and great quality – without any great effort or investment.

Baker Knapp & Tubbs, Inc. includes Baker furniture, Baker Knapp & Tubbs Showrooms, and Baker Stores. Along with McGuire Furniture Company, Ann Sacks tile, stone and plumbing company, Kallista plumbing, and Mark David hospitality furniture, it is part of the Kohler Interiors Group, a wholly owned subsidiary of Kohler Co., a global leader in kitchen and bath designs.

Founded in 1873 and headquartered in Kohler, Wis., Kohler Co. is one of America's oldest and largest privately held companies. Kohler is a global leader in the manufacture of kitchen and bath products, engines and power generation systems, cabinetry, tile and home interiors, and international host to award-winning hospitality and world-class golf destinations.

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