



For immediate release

BRETTFORD and NuBax[®] Redefine Comfort and Support with Enhanced Plus[™] Soft Seating

CHICAGO – October 1, 2007 – [Bretford, Inc.](#), the leading supplier of high quality technology and media furniture that improves how people work and learn, is bringing comfort and support to a whole new level with the launch of its enhanced **Plus[™] Soft Seating Chairs and Sofas**. Targeted for higher education and office environments, Plus chairs and sofas now incorporate ProBax[®], an all-new patented seating technology from NuBax[®] Limited seating company, to drastically increase user comfort and overall health and safety. Bretford will premiere its enhanced Plus[™] Soft Seating furniture during NeoCon East (Booth #2463), October 17-18, 2007 in Baltimore, MD.

Studies show that while in a sitting position, the pelvis has a tendency to rotate backwards and cause the body to slump, which may be responsible for disc hernias and back pain. According to Dr. Jon Senkowsky, American cardiovascular surgeon, following numerous blood flow trials on NuBax[®] seating, the ProBax[®] seat technology was found to significantly improve the postural position of the spine. "This technology has demonstrated significantly increased lower limb blood flow, which has been shown to enhance response times, raise alertness levels and reduce the onset of muscle fatigue," states Dr. Senkowsky.

"Students and professionals use our Plus[™] chairs and sofas for extended periods of time, most frequently while bent over a laptop or other electronic device, so we are always looking for opportunities to improve the comfort and ergonomics of our furniture," explained Chris Petrick, director of sales and marketing for Bretford, Inc. "We entered an exclusive agreement with NuBax[®] because the ProBax[®] technology can give our customers the added support they need while studying and working." In addition, NuBax[®] technology enables Bretford to keep the existing durable structure and attractive upholstery designs of its chairs and sofas intact, so that customers can continue to receive the same level of quality and aesthetics they've come to expect from Bretford.

"We are delighted to be launching in the United States with such a renowned and established company as Bretford," said David Hughes, Head of the Furniture, Medical & Sport Division at NuBax[®]. "With access to an extensive dealership network and a substantial number of existing prestigious clients, we are convinced the Plus[™] range from Bretford will be an enormous success."

Bretford's Plus[™] Soft Seating: Durable, Attractive and Good for the Environment

The [Plus[™] Line of Soft Seating Chairs and Sofas](#) offer lightweight frames and cast aluminum legs for easy movement and reconfiguration. Originally created by Bang Design and Formway Design Studio, Plus[™] Soft Seating combines the beauty of seamless curves with the support and performance of premium foam and tailored upholstery. The chairs and sofas are available in a wide variety of fabrics that are durable and easy to clean to

further extend their use. And because Bretford is dedicated to environmental safety and conservation, Plus™ products are made with combustion-modified foam cushioning and manufactured without the use of chlorofluorocarbons (CFCs).

Availability and Warranty

The Plus™ Soft Seating Chairs and Sofas enhanced with ProBax® technology are available for order starting October 1, 2007 exclusively through the North American dealerships of [Herman Miller, Inc.](#), global provider of office furniture and services. They come standard with a 12-year standard parts and labor warranty (fabric is warranted for one year) to ensure quality and longevity. **For more information about technology and media furniture solutions from Bretford, please call 1-800-521-9614 or go to www.bretford.com.**

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About Bretford, Inc.

Headquartered in Franklin Park, IL, Bretford, Inc. is the leading supplier of high quality technology and media furniture that improves how people work and learn. Founded in 1948, Bretford holds almost six decades of expertise dedicated solely to the design and manufacturer of furniture solutions. Today with nearly 500 employees and 340,000 square feet of production space, Bretford's products and accessories are part of the most comprehensive line-up of furniture solutions available from a single manufacturer. By offering intelligent furniture designs that support evolving technology, Bretford has enabled offices, institutions, organizations and corporations to increase productivity and efficiency. Bretford's superior workmanship and environmentally-compliant manufacturing and operation practices ensure dependable products that are further backed by the industry's best 20-year parts and labor warranty for library furniture products and 12-year parts and labor warranty for all other Bretford products.

About NuBax®

NuBax® Limited was formed in 2004 to develop and commercialize technology patented in the late 1990s. NuBax® is a privately owned British company owning all rights to patents and trademarks relating to the technology. Earlier this year the Company won the Frost & Sullivan award for Emerging Company of the Year for Automotive Seating Technology and at last month's NBAA Exhibition, announced a worldwide agreement to supply the technology to the corporate aviation market.

Plus™ is a trademark of Bretford, Inc.

NuBax® is a registered trademark of NuBax Limited

ProBax® is a registered trademark of NuBax Limited

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