



For Immediate Release

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Hudson Based Manufacturer Provides Office Furniture for *Extreme Makeover: Home Edition* Season Premiere

Company provides 20+ workstations for build in Honolulu, Hawaii.

Hudson, MA - September 19, 2007 – Local Hudson, Massachusetts manufacturer, AIS, is a proud participant of *ABC Extreme Makeover: Home Edition*. In the 5th season premiere, AIS furnished over 20 office spaces in the rebuild of the Keiki O Ka Aina Family Learning Center located in Honolulu, Hawaii. This assignment represents the most traveled distance and largest build in the history of *Extreme Makeover: Home Edition*. The season premiere will air September 30, 2007 7/6c.

AIS, founded in 1989 has rapidly become one of the top 7 systems furniture manufacturers in the United States. In the last 7 years the company has seen its sales flourish from \$15M to a projected \$100M this year.

“It has been an exciting journey growing from a small company of 3 people to a prosperous manufacturer all the while remaining based in Massachusetts. We have created an image of being able to attempt hard to achieve deadlines with ease. When *Extreme Makeover: Home Edition* contacted us and discovered we could meet their deadlines easily, it was the perfect relationship. We are so honored to have the opportunity to give to such an amazing family and cause,” said Bruce Platzman, CEO of AIS.

AIS was contacted directly from the *Extreme Makeover: Home Edition* design team. AIS took on the daunting task of manufacturing, delivering, and installing 16 AIS Matrix workstations, 4 private office suites, 2 conference room tables, 15 training room tables, 45 filing cabinets, and 46 Element Task Chairs in under 10 days. The challenge was made all the more difficult by the simple reality of product having to travel from Boston to Honolulu, which even under ideal conditions takes 10-14 days in transit.

“We were both thrilled and somewhat terrified about committing to EMHE when the call came. We had to literally begin production within a day of getting the call, and that includes designing and layout of product for 26 employees of the Learning Center. When we heard the story of the Akana Family, and just how remarkable Momi Akana had been to the community through the Keiki O Ka Aina learning center, we decided to attempt the impossible,” said Michael DuGally, President of AIS.

Traveling to Honolulu, Hawaii, the *Extreme* Team decided to not only build a complete home for the Akana Family, but also a youth learning and community center run by Momi Akana called the Keiki O Ka Aina learning center. The makeover represents the most challenging construction conditions in the show’s 4-year history.

Working with The Systemcenter of Honolulu, an AIS dealer and one of the top installations companies in the state, product arrived from AIS to Hawaii just 48 hours before the infamous “Move that bus” was scheduled to take place. With the new community center still only partially complete, the AIS *Extreme* Team was the last major group allowed to work as carpeting, painting, and even power was not yet wrapped up.

“I was very nervous having myself and 10 installers sitting on 16 skids of workstations and private offices, not to mention less than 30 hours before the family was due to arrive,” said David Wilhelm, Project Manager of AIS. David along with Michael DuGally traveled to Honolulu to oversee the final installation. After a grueling 26 hours of working non-stop, the finishing touches were made and the entire installation complete.

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"Along with our home builder, Brookfield Homes, AIS by far had the most difficult challenge in the entire Hawaii build. We are proud that AIS stepped up to make a difference not only for the Akana family, but the thousands of families that will be helped by the Keiki O Ka Aina Family Learning Center," comments Diane Korman, Senior Producer for *Extreme Makeover: Home Edition*.

The 2-hour season premiere of *Extreme Makeover: Home Edition* will air September 30th 7/6c. This marks the 5th season for the Emmy Award winning show.

About AIS:

AIS is a rapidly growing manufacturer of commercial office furniture and boasts one of the most impressive stories of growth and success in the systems furniture market. The company is known for offering feature-rich product lines that entice designers and meet immediate and future needs of end-users. AIS is an innovator that leads the industry in sustainable, lean manufacturing, lead-time and manufacturing flexibility.

About ABC-TV's *Extreme Makeover: Home Edition*:

Extreme Makeover: Home Edition, which has won back-to-back Emmy Awards as Best Reality Program (non-competitive), is entering its 5th season on ABC. The program is produced by Endemol USA, a division of Endemol Holding. Denise Cramsey is the executive producer; and David Goldberg is the president of Endemol USA.

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