



AIS Launches Casegoods Line

Comprehensive Offering Added to Round Out Product Portfolio

Media Contact:

Marisa Galloway – Marketing Communications Coordinator – 978.562.7500 – mgalloway@ais-inc.com

Hudson, MA – January 9, 2012 - AIS announces the launch of its new laminate Casegoods line, “Compete”. Compete is the ideal solution to outfit private office and conferencing environments seeking traditional desks, hutches and credenzas. Alternatively, Compete answers the market demand for sophisticated open plan workspaces. The product is a result of a newly instated strategic partnership. This addition is announced at the heels of company’s seating acquisition illustrating AIS’ rapid forward progression.

Compete was engineered to offer a more traditional, yet sophisticated look to the workplace environment. With two edge profile thicknesses, nine laminate finishes and seven handle options, Compete is extremely customizable and adaptable to any workspace needs or aesthetic. Due to its flexibility, it can be used anywhere from reception stations to traditional task stations and private offices.

“We are very excited about our new Casegoods line. Compete is the culmination of our search for a sophisticated, flexible line with added value. This is the perfect compliment to our systems and seating lines we currently offer. Our hope is to continue to develop additional product so our dealers can turn to us for multiple offerings for any given project,” said Rob Lazarus, Executive Vice President of Sales, AIS.

2011 proved to be a banner year for the company. AIS ended the year with a 42% increase in sales and introduced their newly acquired seating line. AIS expects to gain additional growth in the new year with the addition of the Compete casegoods line.

“We’re growing year-over-year and gaining increased market share with our value proposition. Our goal is to simplify the furniture buying process for our dealers by offering an expanded portfolio of products, manufactured with the highest standards and offered at an attractive price point. This strategic partnership allows us to offer a value-added laminate casegoods line, rounding out our product solutions for private offices and conferencing spaces. This is a very exciting time for AIS,” said Bruce Platzman, CEO.

ABOUT AIS:

AIS is a rapidly growing manufacturer of commercial office furniture and seating, boasting one of the most impressive stories of growth and success in the office furniture market. The company is known for offering feature-rich product lines that entice designers and meet immediate and future needs of end-users while offering exceptional value. AIS is an innovator that leads the industry in sustainable, lean manufacturing, lead-time and manufacturing flexibility. AIS employs 320 people, with over 500,000 sq. feet of manufacturing and operations at four locations. For more information, visit the AIS website at www.ais-inc.com.