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FROM FURNITURE SALES TO VIDEO "FAME"

San Diego's Tom Moore of Lawrance Furniture Dubbed Video Contest Winner by American Leather

SAN DIEGO, Calif. – July 30, 2009 – Local sales manager for Lawrance Furniture, Tom Moore, does more than sell furniture...he also delivers a winning video presentation worth \$1,000, thanks to a contest by leading furniture manufacturer American Leather.



What started as a sales tool to help furniture sales reps who retail American Leather to better promote the award-winning Comfort Sleeper, soon turned into a video competition for the best "sales pitch in the industry." Soon, more than 40 sales representatives from retail stores around the nation jumped at the chance to show off a different, lighter point of view towards the benefits of the popular Sleeper.

Selected as the winning video during a recent furniture industry trade show, Moore took the comedic approach, offering a humorous slant on selling one of the store's best-selling products. "Tom's video used comic relief as a way to really portray the features of the Comfort Sleeper," says Bruce Birnbach, president of American Leather. "All of our entries were fantastic, and we were pleased with the turnout of contestants, but Tom's approach really allowed him to connect with his audience and be educational in the process. I would certainly buy a Comfort Sleeper from him!"

Filmed by Dave Furano of Encino, Calif. and edited by USA film school graduate, Brian Furano, the video, titled "In Search of the Perfect Sleeper," only took one take to complete. Moore received \$1,000 for his winning video.

So is a comedy film career on the horizon for Moore? Hard to say, but the video made it on YouTube®, where it has received several thousand views. View it at http://www.youtube.com/watch?v=kgYnTIBtv_0.

Founded in 1990, **AMERICAN LEATHER FURNITURE** is a design leader and technology innovator in the manufacture of upholstered premium furniture and specializes in made-to-order, fine-quality leather and COM upholstered product for the retail, hospitality and contract markets.

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