

## AMERICAN LEATHER EXPANDS ONLINE MARKETING PRESENCE

### *New Partnership with YourFurnitureLink.com Broadens Consumer Access at Retail Level*

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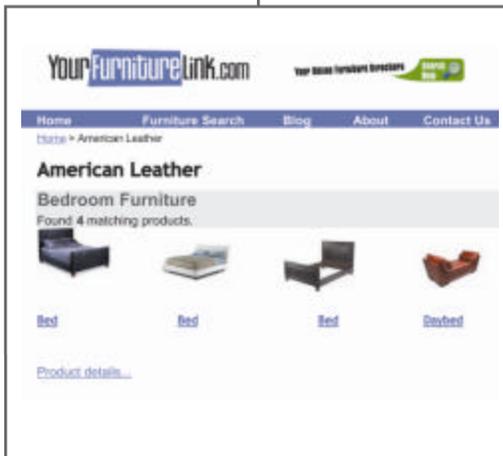
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**DALLAS – January 26, 2009** – With retail sales of home furnishings down an estimated 13 percent in 2008, furniture manufacturers are looking for innovative ways to keep their brands top-of-mind with consumers. To this end, American Leather has partnered with [YourFurnitureLink.com](http://YourFurnitureLink.com) to broaden consumers' access to its furniture collection found at retail stores nationwide, and to use technology to help gain market share.

According to Bruce Birnbach, president of American Leather, YourFurnitureLink.com is one more electronic tool for American Leather to use in facilitating sales at the retail level. "Both prospective furniture purchasers and our dealers can benefit from enhancing furniture shoppers' online experience. It will certainly help the consumer in making an educated decision when purchasing leather furniture," says Birnbach.



Founded in 1990, AMERICAN LEATHER is a manufacturer of custom upholstered, premium leather and fabric furniture, and is recognized as one of the leaders of innovative, high-quality, made-to-order furniture without the wait. Please visit [www.americanleather.com](http://www.americanleather.com) for more information.

YourFurnitureLink.com is designed to allow consumers to search by category or to look for a furniture brand by name. Site visitors can view the entire collection and enlarge any image to see the design more closely. The website will also connect visitors to American Leather's URL, enabling access to American Leather's more than 650 retailers nationwide.

Ultimately, the goal for YourFurnitureLink.com is to give consumers the online tools they need to find the right furniture for their homes, and then to direct them to the retailers who sell those brands.

"With the age of the Internet, traditional brick and mortar furniture retailing has been shaken up. Yet, customers still want to touch, feel and sit on their living room, dining room, and bedroom furniture before buying," says retailer, Vicki Semke, of Mig and Tig Furniture in Chicago. "Nowadays, customers sometimes perform extensive online research before they ever step foot into a car, much less onto showroom floor. YourFurnitureLink.com is the perfect tool for research and direction to a local dealer."

More information can be found at [www.yourfurniturelink.com](http://www.yourfurniturelink.com).