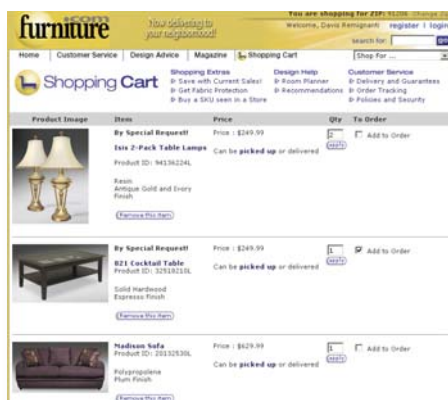
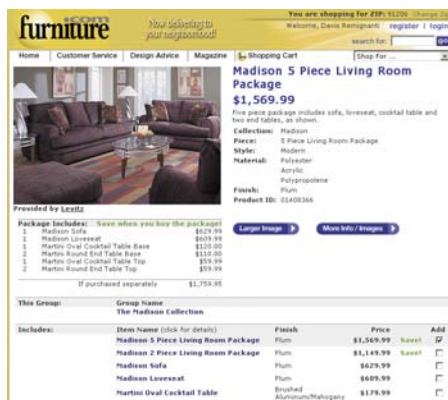




- Drive Sales
- Streamline Customer Service
- Simplify Operations



Furniture.com Captures the Internet Opportunity for Leading Retailers.

Every month, customers view over 30 million pieces of furniture on Furniture.com, place thousands of orders online and in stores, and use Furniture.com's online customer service to track their online and store orders, generating unprecedented satisfaction levels.

Furniture.com generates these results entirely on behalf of the company's retail partners.

Through Furniture.com partnerships, select furniture retailers gain exclusive regional rights to Furniture.com's industry-leading web address, Furniture.com sales, and Furniture.com's advanced customer service technology platform.

With extensive experience with both furniture e-commerce and retailers' in-house systems, Furniture.com integrates seamlessly with retailers' operations. In weeks, Furniture.com retailers gain leadership positions in Internet sales and service.

The Internet Opportunity

The Internet opportunity represents a significant profit opportunity for furniture retailers, generating both incremental sales and cost savings. Partnering with Furniture.com maximizes this opportunity, as retailers quickly gain the advantages of a leading Internet presence including:

- Access to new customers through the Furniture.com address and website;
- Store traffic from website shoppers seeking real-life touch tests in local showrooms;
- Incremental sales revenue generated through sales on Furniture.com;
- Cost savings through online customer service for both in-store and online customers;
- Cost savings through automated e-mail updates and promotions to store and Internet customers; and,
- Access to unique marketing data generated from the online product searches by shoppers in a retailer's geographic region.

Furniture.com Systems

With over 500,000 man hours and tens of millions of dollars invested in the Furniture.com technology platform, retail partners immediately benefit from significant experience in selling and servicing furniture online. Furniture.com retail partners customize their solution, selecting from 6 system components, including:

- **Furniture.com** — Attracts new customers through the Internet's leading furniture address. Once a user's zip code is determined, Furniture.com merchandising, sales and service are dedicated to the retailer partner in that delivery area.
- **Retail Engine** — manages and displays a retailer's product data, sale events and information including reports, policies, job openings, and store hours;
- **Customer Service Engine** — presents the status of Internet and store orders online and allows customer changes of customer contact information, delivery date requests, and payment of balances;
- **E-Mail Engine** — automatically updates customers about changes to their store or Internet order, sends personalized promotions to customers, and surveys customers on delivery satisfaction;
- **Corporate Site** — provides store customer service, displays a retailer's advertising information, lists stores and directions, takes credit applications, posts policy changes, and accepts employment applications; and,
- **Store Intranet** — quickly distributes messages and new tags to stores, ensuring consistent communication and presentation throughout all stores.

Each component is designed to seamlessly work with retailers' in-house systems, allowing Furniture.com integration teams to quickly enable these capabilities for retail partners.

Company History

Incorporated in Dec. 2000, Furniture.com, Inc. purchased the category-leading domain name and intellectual property from the namesake firm that closed in Nov. 2000. President Carl Prindle and key managers are from the former company, where they were responsible for the Furniture.com website, online merchandising, and direct marketing campaigns. Furniture.com is a privately-held company, backed by a private equity firm with over \$1 billion in committed capital.

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