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**MACKENZIE-DOW QUADRUPLES SALES
IN FIRST THREE YEARS**

American Company Thrives Amidst Industry Globalization

Huntington, WV – Formed three years ago and currently entering its seventh High Point market, MacKenzie-Dow, an American company situated in the heart of the Appalachian Hardwood Forests, continues to experience both rapid growth and significant success with its popular English Pub Collection. Since 2002, MacKenzie-Dow has quadrupled its sales and expects to top 50 production employees by year end. And while many well-known American furniture companies continue to foray into the global markets of China and Southeast Asia, this fledgling manufacturer remains firmly rooted in the West Virginian soil.

After initially dabbling in the Asian market, the company’s management realized early on that their strengths were becoming their weaknesses. “Quality, service, dependability and delivery – all hallmarks of the MacKenzie-Dow product – were difficult for us to manage overseas,” states Gary Adams, MacKenzie-Dow president. “Originally we envisioned a larger mix of products and price points to fit a variety of retailers. However, we quickly recognized our niche. Today, control is just a few short steps away, and we do not face many of the language and cultural barriers that often challenge importers,” he said.

Located in southwestern West Virginia on the borders of Ohio and Kentucky, MacKenzie-Dow reaps the benefits of its location in a state boasting an abundance of hardwood forests – timber that is utilized by furniture manufacturers worldwide. With the English Pub Collection, the company established their niche by manufacturing a high-

end, sophisticated product with #2 and #3 common grades of wild Black Cherry, a species native to the Appalachian forests. While the majority of mid- to high-end manufacturers employ only “Select” or “#1 Common” and then cut out most of the inherent “flaws,” MacKenzie-Dow is known for leaving in the vast majority of nature’s defects that do not affect structural integrity. According to Adams, because splits, knots and other defects are more than capable of being healed, the company elected to make them a significant attribute of their finished product. “In essence, we let nature do the talking with its own built-in antiquing and wear, instead of intentionally distressing the product as many companies in our category do,” he stated. Another positive byproduct of MacKenzie-Dow’s efficient lumber practices is the fact that the clear cutting requirement has been greatly reduced, resulting in less waste.

Initially unveiled in 2002, MacKenzie-Dow’s English Pub Collection features an assortment of 18th-century reproductions for every room in the home. Both casual and sophisticated, these one-of-a-kind designs have been inspired by the rural cabinetmakers of Old England, who employed centuries-old joinery techniques such as dovetailing, mortise and tenon, and square peg construction. Crafted of solid wild black cherry, the collection is now available in the “Wheatland” finish, a medium brown hue softened with almond-yellow undertones, the “Natural” finish, created without stain and, therefore, reminiscent to “blond” wood, or the new “Malt” finish, a more transitional amber shade that falls between the two. All MacKenzie Dow finishes are enhanced by a hand-wiped, black glazing process that “catches” in the wood’s inherent distressing, creating an aged effect, akin to well-worn furniture.

After initially targeting medium-to-high end retailers for the introduction of the English Pub Collection to the marketplace, MacKenzie-Dow decided to revisit their distribution strategies after a downturn in business post 9/11 and the movement of many lines offshore. At the April 2003 International Home Furnishings Show, a dramatic increase in activity and traffic among newly-targeted small and medium sized retailers in the company’s Hamilton Square showroom resulted in a notable order upturn. In addition, the company made a concerted effort to target “to-the-trade” only Design Centers in major metropolitan areas. “These two distribution channels have proved to be the key to our company’s success,” stated Adams. “In addition, our management and

sales team stressed service and flexibility, even offering customization on many of our designs,” he continued. “We felt strongly that small and medium-sized retailers and designer centers best understood the marketplace for our products. Our philosophy became why *push* our designs when we could let our knowledgeable customers *pull* the products they knew were needed in the marketplace,” concluded Adams.

MacKenzie-Dow is a Limited Liability Corporation formed in West Virginia in early 2002. Specializing in the production of fine quality, solid black cherry residential furniture, the company merged in March 2004 with its principal owner, National Wood Products, Inc. of Huntington, WV, a manufacturer of solid wood products in West Virginia since 1984. The company’s website is located at www.mackenziedow.com.

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