

## MAGNA Press

**Magna Design™ to be showcased at the 2010 NEOCON World Trade Fair***Poulsbo, WA – April 16, 2010*

Watson Furniture Group is pleased to announce that Magna Design will be showcased at the 2010 NEOCON World Trade Fair, June 14-16, in Suite 11-121 of the Chicago Merchandise Mart in Chicago, IL.

This will be Magna Design's first year in a permanent showroom at the World Trade Fair. According to Clif McKenzie, President of Watson Furniture Group, "Magna Design's stand-out presence at NEOCON is an important step in the journey to keep furniture design and manufacturing alive in the Pacific Northwest and Watson is proud to be a part of that enduring legacy."

Watson's 2009 acquisition of Magna Design gave the 50 year old Lynnwood, WA furniture brand a second life. The plan to revitalize Magna Design began with facilitating a move to Watson's leading edge design and manufacturing facility on Washington's Kitsap Peninsula and continues with the 2010 NEOCON exhibit.

At the World Trade Fair in Chicago, Magna Design will emphasize its signature fusion of hardwoods and environmentally preferred WoodPlus™ laminate. According to Cia Mooney, Watson's Vice President of Product Development, "Magna Design's sustainable beauty blends classic details, contemporary expectations and enduring quality. Sustainable beauty is the core of Magna's design sensibility."

You may visit Magna Design's product showcase at the 2010 NEOCON World Trade Fair Monday, June 14th through Wednesday, June 16th, 9:00 AM – 5:00 PM, in Suite 11-121 on the 11th floor of the Chicago Merchandise Mart. The Chicago Merchandise Mart is located at 350 North Wells Street, Chicago, Illinois 60654.

About Watson: Located in Poulsbo, Washington, Watson's brands include Magna Design™, Watson Desking™ and Watson Dispatch™. For 50 years Watson has proven its unwavering commitment to quality manufacturing, customer service, and responsibility - toward employees, neighbors, and the environment. For additional information on Watson, please contact our Marketing Communications Coordinator, Kara Quesada, at (360) 394-1300 ext. 239 or visit our website [www.watsonfurniture.com](http://www.watsonfurniture.com).