

**Contact:** Mary-Price Furr  
VP of Marketing, Communications, and Licensing  
Hooker Furnishings  
[mpfurr@hookerfurnishings.com](mailto:mpfurr@hookerfurnishings.com)

## HOOKER FURNITURE PARTNERS WITH SUSAN G. KOMEN® FOR LICENSED ACCENTS COLLECTION

**HIGH POINT, NC, October 2022** – Hooker Furniture, a division of Hooker Furnishings (NASDAQ: HOFI), has announced the commencement of a licensing partnership with Susan G. Komen®, the world's leading breast cancer organization.

The partnership is a furniture industry first, initiated by Hooker Furnishings in an effort to assist in spreading awareness of the pervasive, non-discriminatory, and devastating effects of breast cancer worldwide. According to Komen, every 46 seconds, somewhere in the world, someone dies from breast cancer. That is more than 1,876 women and men every day.

"This collection is about celebration and remembrance," said Mike Harris, President of Hooker Casegoods and Upholstery. "We look to honor the journeys of all those affected by breast cancer; celebrating the triumphs, revering the battles, and commemorating those that are no longer with us. Many of Hooker Furnishings' employees, former employees, friends, and family members have had their lives forever changed by breast cancer, and it is a cause that is near and dear to our company."

The collection's initial 18-piece offering includes eight accent chests, six accent tables, a desk, credenza, dining table, and dining chair set. The group is characterized by signature pink hues, soft curves, and feminine silhouettes, juxtaposed with several hearty, robust pieces that represent the incredible strength and fortitude of those affected by breast cancer.

"Curating a collection that exemplifies the spirit and courage of those diagnosed with breast cancer was an honor," said Jenni Jungers, Executive Vice President of Merchandising for Hooker Furniture. "We imagined a collection that embodies the tenacity and resolve of breast cancer warriors, expressing the values and mission of Susan G. Komen."

Accentrics Home

Bradington-Young

H Contract

Hooker Furniture

PRI

Pulaski

Sam Moore

Shenandoah Furniture

SLF

SLH

Sunset West

The partnership will be officially launched on Saturday, October 22<sup>nd</sup> at 10:00am during the High Point Furniture Market. There will be a brief ceremony at the Hooker Legacy Brands showroom in IHFC, wherein Hooker Furnishings will present representatives from Susan G. Komen with an initial check for \$10,000. A portion of the proceeds from each piece sold within the Susan G. Komen Collection will be donated to the organization.

"In designing this collection, we were looking for a creative way to encourage others in the industry to contribute in their own ways," said Harris. "That might be something like a design influencer helping to spread awareness via social media, one of our retailers choosing to donate an additional portion of their proceeds on the collection's pieces, or simply inspiring an individual to make a financial contribution of their own. We hope to be a positive force in the battle against breast cancer, and we are looking forward to a long, beneficial relationship with Susan G. Komen."

#### **About Hooker Furnishings**

Headquartered in Martinsville, VA, [Hooker Furnishings](#) is ranked among the nation's largest publicly traded furniture sources and encompasses 12 operating businesses. These brands include: [Hooker Furniture](#), [Bradington-Young](#), [Sam Moore Furniture](#), [Shenandoah Furniture](#), [H Contract](#), [Accentrics Home](#), [Pulaski Furniture](#), [Samuel Lawrence Furniture](#), [Prime Resource International](#), [Samuel Lawrence Hospitality](#), and [Sunset West](#). [Hooker Furnishings Corporation's](#) corporate offices and upholstery manufacturing facilities are located throughout Virginia and North Carolina, and the company has showrooms in High Point, North Carolina, Las Vegas, Nevada, and Ho Chi Minh City, Vietnam. Hooker Furnishings operates distribution centers in the United States, China, and Vietnam. The company's stock is listed on the Nasdaq Global Select Market under the symbol HOFI.

#### **About Susan G. Komen®**

Susan G. Komen® is the world's leading nonprofit breast cancer organization, working to save lives and end breast cancer forever. Komen has an unmatched, comprehensive 360-degree approach to fighting this disease across all fronts and supporting millions of people in the U.S. and in countries worldwide. We advocate for patients, drive research breakthroughs, improve access to high-quality care, offer direct patient support and empower people with trustworthy information. Founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life, Komen remains committed to supporting those affected by breast cancer today, while tirelessly searching for tomorrow's cures. Visit [komen.org](http://komen.org) or call 1-877 GO KOMEN. Connect with us on social at [www.komen.org/contact-us/follow-us/](http://www.komen.org/contact-us/follow-us/).

Accentrics Home

Bradington-Young

H Contract

Hooker Furniture

PRI

Pulaski

Sam Moore

Shenandoah Furniture

SLF

SLH

Sunset West

###