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Press Release

For Immediate Release



HPFi[®] Announces New Representation in Ohio and Kentucky

HPFi (High Point Furniture Industries) has appointed Ken Altiero Associates, based in the Youngstown, Ohio area to represent the company's products in the midwestern states of Ohio and Kentucky.

"I am pleased to have Ken Altiero Associates join the HPFi team," said Doug Gaines, Vice President of Sales for HPFi. "Enhancing our profile of sales partnerships is a continuous focus for HPFi and we are excited about the opportunity to collaborate with Ken Altiero Associates in the States of Ohio and Kentucky."

Ken Altiero Associates was formed in 2009. However, Ken Altiero, principal and founder, has been representing manufacturers in the midwestern region since 1987. Ken and his staff have the unique ability to understand both the sales and manufacturing aspects of the contract furniture industry. They have built a solid reputation as a trusted rep organization for their manufacturers and its customers.

HPFi operates a 4,100 sq. ft. showroom and two manufacturing facilities in High Point, North Carolina with over 440,000 square feet of manufacturing space. With roots in High Point, the furniture capital of the world, HPFi combines the skill and expertise of seasoned furniture craftspeople with modern day technology to deliver exceptional value to its customers.

For further information on Ken Altiero Associates, visit www.kenaltieroassociates.com or contact Ken Altiero, Principal, by telephone at 330.779-0768 or by email at ken@altieroassociates.com.

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