



PRESS INFORMATION

LOCAL DUXIANA STORE OWNER HELPS TWO HURRICANE KATRINA VICTIMS REFURBISH THEIR HOMES

DALLAS, TX (July 11, 2008)—Local DUXIANA retailer Serena Cole has made life a little easier for two New Orleans firefighters and their families, whose homes were recently rebuilt after being destroyed by Hurricane Katrina.

Cole, owner of luxury bedding stores DUXIANA Dallas and DUXIANA Fort Worth, donated linens and accessories to furnish five bedrooms in the restored homes of the two Hurricane Katrina survivors. The bedding was delivered to New Orleans on May 8, along with furniture and other items that were contributed by retailers nationwide.

"Firefighters are so busy taking care of others. I felt that it is important that DUXIANA return the favor," said Cole.

Cole and DUXIANA are joining a nationwide effort of furniture retailers to help Hurricane Katrina victims rebuild and recover from the 2005 disaster. DUXIANA Dallas and DUXIANA Fort Worth are active members of the The Home Furnishings Independents Association (HFIA), a nationwide member retail association that dedicated half of its annual meeting in New Orleans in May to helping the hurricane survivors.

"It's been a long road back for these victims, and many are still waiting for a helping hand," said Mary Frye, President of HFIA. "Serena Cole with DUXIANA expressed a desire to continue a humanitarian effort in the wake of this catastrophe, demonstrating first-hand how we can make a difference in people's lives. Serena is dedicated to helping families have comfortable homes, and we at the HFIA love being asked to help with charitable projects like this."

About DUXIANA Dallas and DUXIANA Fort Worth

The DUXIANA Dallas, 6134 Berkshire Lane, and DUXIANA Fort Worth, 6208 Camp Bowie Blvd., are the only retail outlets in Texas that offer the handcrafted Swedish DUX Bed. The stores were opened in 1995 and 1997, respectively, by owner Serena Cole. DUX (www.DUX.com) is one of the highest quality bed manufacturers in the world. For over 80 years, the Ljung family of Sweden has studied ways to blend the science of healthful sleep with the ultimate in comfort. By combining research, the finest natural materials and the most experienced craftsmen, DUX strives to develop the most advanced conventional bedding available. Their newest innovation is the DUX 8888, the only inner-spring mattress in the world with adjustable lumbar support. For more information, contact DUXIANA Dallas 214-739-8133 or DUXIANA Fort Worth 817-377-9183.

About Home Furnishings Independents Association

The Home Furnishings Independents Association (HFIA), founded in 1923, is a national trade organization with 1,000+ members of independent home furnishings retailers, which offers business tools and solutions. HFIA headquarters is located in the World Trade Center on the Dallas Market Center campus. For more information, please visit www.hfia.com.



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Contacts:

Serena Cole, Owner
DUXIANA Dallas
DUXIANA Fort Worth
214-739-8133
duxiana@aol.com

Mary Frye, President
Home Furnishings Independents Association
214-741-7632
mary@HFIA.com