

## ROCK HOUSE FARM *Family of Brands*

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CENTURY\* HANCOCK&MOORE *jessica* charles HIGHLAND HOUSE  
RANDALL*allan* Cabot Wrenn

FOR IMMEDIATE RELEASE

**PRESS RELEASE**

April 19, 2017

*RHF INVESTMENTS Parent of Century Furniture and Hancock & Moore ANNOUNCES the  
Expansion of 200 Steele Building*

RHF Investments, Inc., the parent company of Century Furniture, Hancock & Moore, Jessica Charles, Highland House Furniture, Randall Allan and Cabot Wrenn announced they would be moving their Century Furniture and Highland House Furniture brands to new showrooms within a new expansion of 200 Steele Building currently under construction.

The new wing being added to 200 Steele will add 100,000 square feet to the building, bringing it to just over 300,000 square feet in total. The three story addition broke ground in February. Each floor will be approximately 34,000 square feet. Century Furniture will be moving into the second floor of this expansion in time for April 2018 High Point market. Highland House will be moving into 200 Steele beginning October 2017.

The Shuford Family, owners of RHF Investments, in partnership with a real estate development firm owned by David Looper, Roger Young and Hunt Shuford purchased the building in 2015 in conjunction with their acquisition of Hancock & Moore and Jessica Charles. This expansion represents an investment of over \$10 million.

“We are excited to be investing in 200 Steele and our presence at the High Point market,” says Alex Shuford, III, President of Rock House Farm Family of Brands. “The 200 Steele building has a wonderful community of brands already occupying the showroom space, and our board felt that expanding the building was the right decision to strengthen the traffic and vibrancy of 200 Steele.”

Century Furniture has showed in Historic Market Square since 1984. Prior to that, the company showed its products inside of its facilities in Hickory. “The move is a bitter sweet move for us,” says Shuford. “There are a lot of memories here in this old showroom at Historic Market Square, but ultimately being able to have all of our brands showing in one building will be very powerful for us.”

The expansion is not expected to complete until Winter 2018. Century Furniture will be showing in a temporary showroom located at 520 N. Hamilton Street for the October 2017 High Point market.

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