
CENTURY FURNITURE

For: Immediate Release

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High Point, NC

2011 BEST/ MADE: *In America* AWARD WINNER: CENTURY FURNITURE

MADE: *In America* today announces the 2011 BEST: Made in America award winner, Century Furniture. The award will be presented at the annual *Take Pride in America* celebration held at the United States Capitol on July 4, 2011. The BEST: Made in America award recognizes outstanding American-made products and creations. MADE: *In America* joins industry professionals in recognizing Century Furniture as exemplary in its field, and congratulates the company and its employees for their long standing commitment to making --in America-- the finest hand-crafted furniture.

Each year MADE: In America undertakes a search to identify a company that has made a significant long term contribution to our Nation. After a year-long deliberative search process, Century Furniture of Hickory, North Carolina has been singled out to receive the award for 2011. "Century Furniture has a demonstrated commitment to the highest standards of good corporate citizenship. Throughout an era in which manufacturing has continuously shifted overseas, the company has a 60 plus year track record of ongoing production in the United States and to providing meaningful jobs to American workers. The company is widely recognized for its innovation and leadership within its industry and has received countless honors for community involvement," states James De Lorbe, Chairman and CEO of MADE: In America.

"We are humbled and gratified to be selected for this honor," says Eric Schenk, President and CEO of Century Furniture. "Throughout Century's history we have always tried to not only produce the highest quality furniture we can, but also uphold the highest standards of corporate citizenship. Our founder, Harley F. Shuford, was a staunch supporter of the local community and invested his time and personal assets in numerous community projects from the local college to the founding of the Arts Museum. As a result we have inherited a corporate legacy for giving back that we all honor and strive to uphold."

ABOUT CENTURY FURNITURE: Century Furniture, LLC, based in Hickory, NC, was founded in 1947 by Harley F. Shuford. Now in the third generation of family ownership and operation, Century remains as one of the largest domestic family owned furniture manufacturers. Century is committed to their founder's ideal, to create furniture of such impeccable quality that it brings joy not only to the people who own it, but also to the craftspeople who build it. Today each Century employee is a shareholder in the company and their commitment and dedication can be seen in every piece of furniture that carries the Century name.

ABOUT MADE: IN AMERICA: MADE: *In America* is a not-for-profit educational organization based in Washington, D.C. The group's mission is foster a business climate conducive to the free exchange of ideas and information for the purpose of revitalizing and sustaining the competitiveness of American commerce and industry in a global economy. Made: *In America* is a coalition of business leaders, public policy makers, educators and concerned citizens dedicated to designing and articulating new and innovative ways to promote American enterprise in the 21st Century. The organization's annual BEST: Made in America award is the culmination of a deliberative year-long search to identify and honor America's best business. The award was created to heighten public awareness of American-made products and a showcase the companies and individuals who create them.

In addition to conducting the BEST: Made In America Award search and award ceremony, MADE: In America also conducts the American Treasures Award program, established to recognizing and honor individuals making significant contributions to the American enterprise system. Beyond the awards programs, MADE: In America undertakes a wide range of other educational programs and services in cooperation with a network of coalition partners through the American Enterprise Initiative and In Service to American Business. These strategic educational initiatives are created for both manufacturers and consumers in order to shape public discourse and policy.

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