



PRESS RELEASE

For Immediate Release
January 2018

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Klaussner to Introduce Customer Rewards Program *Program designed to drive incremental sales with Dealers*

ASHEBORO, North Carolina (2018) Klaussner Home Furnishings today announced it will introduce an innovative customer reward platform designed to leverage transactional data and boost sales through relevant incentive creation.

“Klaussner’s extensive product line up represents an incredible opportunity for us to incentivize our dealers to become even more invested with us, take on more of our lines and increase unit volume” said Brandunn Rush, Sr. VP Sales and Marketing of Klaussner. “We want to reward our dealers for their loyalty to our strong brand portfolio and product offering and incentivize dealers to carry more categories of our products.”

The Klaussner program will provide dealers with a wide variety of reward options that includes trips, cruises, merchandise such as consumer electronics, sporting goods, automotive accessories, retail gift cards, pre-paid credit cards, account credits, free Klaussner product and popular frequent flyer miles in programs such as United Airlines MileagePlus and American Airlines AAdvantage.

The program will be administered using a mobile-friendly reward website; dealers will use the site to enroll in the program, track offers and account balances and redeem Klaussner Points for their desired rewards.

“Offering an extensive Dealer reward program makes a lot of sense”, said Rush “we are excited to partner with Lift & Shift to bring this to fruition to our valued dealer partners.”

Klaussner partnered with Lift & Shift Loyalty to develop the program, which will be introduced at the Las Vegas Market later this month.

“We liked the flexibility of Lift & Shift’s reward platform”, said Rush ‘it has a wide range of popular reward options and can incorporate different audiences in one simple interface that is easy for everyone to use.”

About Klaussner Home Furnishings

About Klaussner Home Furnishings: Headquartered in Asheboro, N.C., Klaussner Home Furnishings has grown to become one of the largest furniture companies in America with showrooms in High Point, Las Vegas and Chicago. As the leading solutions provider for the home furnishings industry, Klaussner's breadth of product is unrivaled and its service is unparalleled with guaranteed delivery of its domestic products in 21 days or less. Its comprehensive selection and divisions include: Domestic Upholstery, Imported Upholstery, Domestic Motion, Case Goods, Enso Sleep Systems, Comfort Design and Klaussner Outdoor.

About Lift & Shift

Lift & Shift provides companies of any type with access to a robust reward technology platform and a broad selection of popular reward options that can be used as the basis for effective customer loyalty, reward and incentive programs. The programs are designed to increase the lifetime value of existing customers by retaining them for longer periods of time and securing a larger share of their category spending (LIFT), and to attract new customers to the business (SHIFT). To learn more, visit www.lift-and-shift.com.