



Sweet Peanut to Develop Layette Collections for Bassettbaby

BASSETT, Va., Aug 30, 2007 (PrimeNewswire via COMTEX News Network) --

Bassett Furniture Industries, Inc. (Nasdaq:BSET) has teamed up with Sweet Peanut to develop the coordinating layette collections for the World of Bassettbaby. Sweet Peanut has developed seven collections ranging from sweet and simple to hip and modern and all are available in three color palettes -- girl, boy and gender neutral. Bassettbaby will unveil the new products next week at the ABC Kids Expo in Las Vegas.

"This partnership ties in perfectly to our vision to create 'The World of Bassettbaby' in multiple nursery and infant product categories," said Lex Bendall, vice president of Bassett Juvenile. "These new collections will embody the quality, style and value that Bassettbaby is famous for and the original, fresh and hip prints that are the cornerstone of the Sweet Peanut brand."

"We are just so thrilled about this partnership," said Sweet Peanut President Danielle Wilson. "The brand awareness of the Bassett name and quality product at a really accessible price point is exactly what we've been looking for to increase our distribution throughout North America."

She adds, "The collaboration process has been a really fun one so far. We have collections so sweet and romantic and others that are just so downtown and cool."

Sweet Peanut designs layettes in 15 unstructured body styles in fun, bright and unique prints and so soft 100% cotton. Already a hit with retailers, Sweet Peanut more than doubled the number of stores it is available through in this its third year.

Making its name on celebrity scene, Sweet Peanut was contacted to provide baby clothes for Jennifer Garner's latest movie, Juno, and was selected for the Extra's Emmy Gift basket.

"I was looking for clothes for my own babies that were soft and comfortable for napping and rolling around in yet offered some fun and style," said Ms. Wilson. "I was really frustrated by what was out there, so I started designing my own. I guess I wasn't the only one looking because the lines have really taken off."

Sweet Peanut also recognizes how fast babies grow out of their clothes and maintains a goal of hip and affordable clothing.

"Basically my vision is to invite people to invoke a little style, keep their babies dressed comfortably and not spend a bomb doing it," said Ms. Wilson.

Wilson is an escapee from the world of corporate advertising who left to raise her two boys. As part of her personal mandate she is growing her business by employing other women who have chosen to leave the traditional work force in favor of more mama friendly lifestyles.

About Bassett Furniture

Bassett Furniture Industries Inc. is a leading retailer, manufacturer and marketer of branded home furnishings. Bassett's products are sold primarily through Bassett Furniture stores, with secondary distribution through multi-line furniture stores, many with in-store Bassett Design Centers. Bassettbaby(r) cribs and casegoods are sold through specialty stores and mass merchants. For more information on Bassettbaby visit www.bassettbaby.com.

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