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The HGTV(R) HOME Design Studio Debuts at Bassett Home Furnishings

BASSETT, Va., Aug. 23, 2012 (GLOBE NEWSWIRE) -- Consumers can now experience the same exciting HGTV makeover experience that they see on-air, at their local Bassett Home Furnishings store. The HGTV® HOME Design Studio only at Bassett debuts this week in Bassett stores across the country featuring an HGTV HOME-branded line of custom upholstery and accent furniture.

"This strategic partnership with HGTV leverages Bassett's more than 100 year history of building quality home furnishings while tapping into the popularity and credibility of the HGTV brand among home enthusiasts," said Robert H. Spilman Jr., Bassett's president and chief executive officer. "The launch with HGTV HOME drives Bassett's commitment to combining stylish, well-priced custom furniture with top notch room makeover advice from our team of design consultants."

Consumers will notice many changes in-store and online at bassettfurniture.com. The HGTV HOME experience has been added throughout the store to create a fresh, creative design studio expression that highlights Bassett's unmatched custom manufacturing capabilities. The custom upholstered sofas, sectionals, beds, ottomans, and benches are available in more than 1000 fabrics, are delivered within 30 days, and are made in the USA.

"HGTV Home is about creating smart and stylish products based on our years of experience informing and inspiring consumers both on-air and online," said Ron Feinbaum, general manager of consumer products for HGTV. "Our viewers look for great furniture products that bring them the right style, design and quality for their homes. With the HGTV HOME Design Studio only at Bassett, they can easily create custom-designed living spaces from the wide range of styles that are available."

As part of the promotion launch, HGTV will become a significant advertising vehicle for Bassett stores on a national scale. In addition, stores will be supported by local-market television advertising, direct mail and digital marketing. Also, Bassett will be giving away a piece of HGTV HOME custom furniture every day for the next eight weeks during its "Dream It, Design It, Win It" sweepstakes on bassettfurniture.com.

About Bassett

Bassett Furniture Industries, Inc. (Nasdaq:BSET), is a leading manufacturer and marketer of high quality, mid-priced home furnishings. With 87 company- and licensee-owned stores, Bassett has leveraged its strong brand name in furniture into a network of corporate and licensed stores that focus on providing consumers with a friendly environment for buying furniture and accessories. The most significant growth opportunity for Bassett continues to be the Company's dedicated retail store program. Bassett's retail strategy includes affordable custom-built furniture that is ready for delivery in the home within 30 days. The stores also feature the latest on-trend furniture styles, more than 1,000 upholstery fabrics, free in-home design visits, and coordinated decorating accessories. For more information, visit the Company's website at bassettfurniture.com. (BSET-G)

About HGTV

HGTV, America's leading home and lifestyle brand, is one of cable's top-rated networks and is distributed to more than 99 million U.S. households. HGTV's website, HGTV.com, is the nation's leading online home-and-garden destination that attracts an average of 4 million unique visitors per month. The HGTV HOME products line currently includes exclusive offerings of paint, flooring, lighting, soft goods and other home-oriented products. In partnership with Hearst Magazines, the HGTV Magazine, a home and lifestyle publication, will be available on newsstands beginning October 2011. Headquartered in Knoxville, Tenn., HGTV is wholly owned by Scripps Networks Interactive Inc. (NYSE:SNI), which also operates Food Network (<http://www.foodnetwork.com>), DIY Network (<http://www.diynetwork.com>), Cooking Channel (<http://www.cookingchanneltv.com>), Travel Channel (<http://www.travelchannel.com>) and Great American Country (<http://www.gactv.com>).

CONTACT: Bassett:

Jay Moore

(276) 629-6450

jsmoore@bassettfurniture.com

HGTV:

Gary McCormick

(865) 560-4143

gmcormick@hgtv.com

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