HAWORTH

13 November 2008

FOR IMMEDIATE RELEASE

Haworth supports Tennis Masters Cup players

The lives of the tennis pros may be glamorous, but life on the road can be challenging for the players, their coaches and families given the extensive travel and multiple time zones. And because a large part of their time is spent at the tennis venue itself practicing or waiting to go on court, the environment of the "behind the scenes" tennis facilities takes on added significance.

It was for this reason that Haworth, a premier sponsor of the 2008 Tennis Masters Cup in Shanghai, recently worked with the ATP to conduct a web-based survey to players and coaches around how to create the best player experience at a tournament. Because Haworth is a leader in creating innovative work environments with its furniture for offices around the world, the company thought that it would be good to create this same experience for professional tennis players in what they would call their "off court office" – the Player's Lounge.

In cooperation with JUSS Events, the organizers of The Tennis Masters Cup (TMC) in Shanghai, Haworth is piloting the "Ideal Player's Lounge" at the 2008 TMC which is based upon the data collected from the players and their coaches through the ATP survey. This pilot space will then be validated with the players during the 2008 tournament so that it will become the permanent Player's Lounge that will be used in the Master's Cup events in Shanghai from 2009 going forward when the tournament has an expanded format.

The survey itself was designed by Haworth's research arm called The Ideation Group with the objective of engaging the players and their coaches directly in what they felt was important in creating a positive experience for them in a Player's Lounge. From this web-based survey that was conducted around the world, key needs were then identified and weighted by importance criteria. Key findings from the study included a preference for a quiet, focused and relaxing environment that provides wireless connectivity, comfortable furniture, private space for small gatherings, good healthy food and the ability to stay focused before a match.

"Our survey data shows that tennis professionals are very similar to other young people around the world and yet have very unique requirements based on their high powered lifestyle," said Frank Rexach, Vice President and General Manager of Haworth Asia Pacific, the Middle East & Latin America. "In collaboration with JUSS Events, we had an opportunity to create an off court experience for a player and their support network that is tailored to what they want rather than what we think they want. We look forward to taking the learnings from this pilot to the Shanghai Tennis Masters Cup in 2009 when the facilities will cater to an expanded field of players, their coaches and families and hope to make it the best Player's Lounge facility in the world."

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About ATP Masters Series
The ATP Masters Series, the preeminent series in men's professional tennis, showcases the finest athletes competing in the world's most exciting venues. The elite Tennis Masters Cup, the year-end championship has been held in Shanghai, China at the Qi Zhong Stadium in 2005-2008 and is in progress from Nov. 9-16.

About Haworth
Haworth has been a sponsor of the TMC in 2005-2008. Haworth partners with local suppliers, environmental experts, customers and the community across Asia Pacific, The Middle East and Latin America to innovate world-class practices in product design and sustainability. Haworth has been a pioneer in the China market as the first multinational office furniture company to establish its own manufacturing facility eleven years ago in Shanghai. Haworth has also made another first when we moved our Regional Headquarters from the Puxi zone of Shanghai to the fast growing Pudong zone. The Haworth Organic Workspace is now in the tallest building in Asia, The Shanghai World Financial Centre. The Ideation Group is Haworth's research unit that aligns organizations with their goals and visions.

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