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## **FLEXA Furniture Opens New Facility in Suffolk, VA Local Kids, Danish Dignitaries and City Officials Celebrate**

SUFFOLK, VA., December 6, 2006 — On Thursday, December 7, 2006 FLEXA Furniture, the world's leading children's furniture manufacturer, will hold a grand opening and ribbon cutting ceremony for their new state-of-the-art 88,000 square-foot climate controlled manufacturing facility at Suffolk Industrial Park.

To celebrate the grand opening, FLEXA has invited children from local preschool programs to a 10:00 a.m. performance by Roger Day, the award-winning children's singer and performer. They will join dignitaries from around the world including Danish Ambassador, Consul General Torben Gettermann, Suffolk Mayor Linda Johnson, and FLEXA Founder Henning Jensen. Festivities continue with a 1:00 p.m. factory tour and a 2:00 p.m. ribbon cutting ceremony.

FLEXA is an innovative manufacturer of modular children's bedroom solutions. Based in Denmark with an office and manufacturing facility in Suffolk, Virginia, the company has been making children's furniture since 1972. FLEXA furniture is sold in select retailers across the country.

"Our high-tech machinery and processes allow us to open in a place like Virginia," says FLEXA U.S. President, Peder Sorensen. "We import raw components from our other factories in Denmark and Estonia, lacquer and pack them, and then ship our products to retailers in the U.S., Mexico and some day soon, Canada."

FLEXA expects sales to fill the new production capacity. The company currently has 220 retailers nationwide, and three FLEXA stores, including one in Virginia Beach. Plans for another four FLEXA stores are underway for 2007.

The new facility and the opening of their new stores is proof that the FLEXA concept is taking off. "FLEXA lets parents create an imaginative, child-driven playground inside their kid's bedroom," say Sorensen. "Just watch a child see a FLEXA bed for the first time and you'll see why FLEXA is so special." FLEXA beds are modular day bed and bunk beds with options that include a slide, prince and princess castles, play stores, hide and seek tunnels, and more.

"Expansion of existing industry is a key ingredient to our economic development success," said Suffolk Mayor Linda Johnson "and we are extremely pleased that FLEXA Furniture will continue its growing profitability in Suffolk. I congratulate them on their continuing success".

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