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Jeremy Hoff Named President of Hooker Upholstery

MARTINSVILLE, Va., Aug. 10, 2017 (GLOBE NEWSWIRE) -- Hooker Furniture Corporation (NASDAQ:HOFI) has completed the company's strategic reorganization of its legacy business units with the appointment of Jeremy Hoff as President of Hooker Upholstery, a new position.

In June, Hooker announced that it had named a president for Hooker Casegoods, Bradington-Young and Sam Moore, with a search still underway for a president of Hooker Upholstery, its fourth legacy business unit.

"We are very pleased to have an executive of Jeremy's caliber to provide focused and dedicated sales and merchandising leadership to Hooker Upholstery, which is already a fast-growing business unit with positive momentum," said Mike Delgatti, president of Hooker Legacy Brands. Most recently, Hoff served as President of Theodore Alexander Furniture since 2015, and prior to that was Senior Vice President of Sales at A.R.T. Furniture Inc., where he pioneered the upholstery category for the company.

"Jeremy has demonstrated a high level of sales and merchandising performance over the course of many years, and comes to our organization with the exact background and experience needed to take Hooker Upholstery to an even higher level," said Delgatti. While Hooker Upholstery's core product line is leather upholstery, it has expanded recently into barstools, domestically-produced "Nest Theory" upholstered beds, and will be expanding its motion leather upholstery line-up by three times at the Fall High Point Market.

"I am truly honored to join a company with the history and reputation of Hooker Furniture, and am excited at the opportunity to lead this important Hooker Legacy business unit with so much growth potential," said Hoff.

In addition to his management roles at Theodore Alexander and A.R.T, Hoff also served as a regional sales manager for Broyhill and a manufacturers' representative for Universal, Craftmaster, Pulaski and King Hickory, and began his furniture career as an assistant sales manager for Louis Shanks Furniture in Houston. Hoff, who will be based in Martinsville, reports to Delgatti.

Hoff joins Steve Lush (Hooker Casegoods), Craig Young (Bradington-Young) and Frank Richardson (Sam Moore) in presidential roles for Hooker's Legacy Business Units.

Incorporated in 1924, Hooker Furniture is one of the most respected furniture brands in the world. The company's 2016 acquisition of Home Meridian International (HMI) ranks Hooker as one of the top five sources for the U.S. furniture market. An importer of residential wood and metal furniture and a manufacturer and importer of upholstered furniture, Hooker Furniture is based in Martinsville, Va. Major wood furniture categories include bedroom, dining, accent, home entertainment and home office furniture in the upper-medium price points sold under the Hooker Furniture brand. Hooker's residential upholstered seating companies include Hickory, N.C.-based Bradington-Young, a specialist in upscale motion and stationary leather furniture, and Bedford, Va.-based Sam Moore Furniture, specializing in fashion upholstery with an emphasis on cover-to-frame customization. The Hooker Upholstery brand offers imported leather upholstery in the upper medium price range. The Home Meridian division addresses more moderate price points and channels of distribution. HMI brands include Pulaski Furniture, Samuel Lawrence Furniture, Prime Resources, Sourcing Solutions Group, Right 2 Home and Samuel Lawrence Hospitality. Hooker Furniture Corporation's corporate offices and upholstery manufacturing facilities are located in Virginia and North Carolina, with showrooms in High Point, N.C. and Ho Chi Minh City, Vietnam.

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