



FLEXSTEEL®

Flexsteel Industries, Inc.
385 Bell Street
Dubuque, IA 52001

T 563.556.7730
F 563.556.8345
www.flexsteel.com

The Changing Face of Flexsteel: Modern, Modular Motion and Whole Home Solutions

DUBUQUE, Iowa (April 6, 2018) Flexsteel Industries, Inc. (NASDAQ: FLXS) is excited to introduce MOD, a brand new collection of modern, modular, motion furniture. Offering customers, a fresh, contemporary look, MOD embodies the new face of Flexsteel while staying true to the pillars of comfort and durability that consumers have come to expect from the residential furniture giant. Created for today's consumer, MOD's euro design features a lower profile stationary upholstery look blended with hidden motion features that include power footrests and headrests. The collection is well rounded with multiple sofa and sectional shapes in fabric and leather options.

True to its modular design all sofa and sectional pieces can be rearranged to provide countless configurations to fit any-size space. "Home trends of open concept living areas lend themselves well to lower profiles which this new MOD collection offers." Says Flexsteel's Vice President, Home Furnishings Tim Newlin. He adds, "Today's consumer is looking for flexibility in style, size, and function and MOD meets that need." Flexsteel conducted extensive research to ensure the motion components of this group stay true to the contemporary design but also to consumers discerning comfort standards. Newlin adds "We adjusted the design to sit well and offer the best of both style and comfort." All MOD pieces include the company's legendary Blue Steel Spring which includes a lifetime warranty.

A brief video produced for retailers and consumers showcases the versatility of this product, highlighting the seemingly endless options to personalize using just one group as an example. Versatility, however, is not something that comes new to Flexsteel. Next week in High Point, North Carolina the company will also debut the new Vogue collection, featuring select dining and bedroom designs. Offering a city sleek look this collection was designed with a classic glamour that research shows consumers desire. Featuring details like button tufting, acrylic legs, and shimmering accents Vogue is expected to draw big attention next week. Building on the long running success of the San Cristobal collection, Flexsteel expects the new Vogue collection will be well received. Illustrating the importance of keeping up with consumers changing tastes, Newlin added, "While we are a 125-year-old company, we are continually looking at new trends and products to live up to wants and needs of both our customers and consumers."

For more on the MOD Collection visit www.flexsteel.com/mod. Visit Flexsteel AT IHFC showroom C503/C538 during High Point furniture market April 14-18.

About Flexsteel Industries, Inc.

Flexsteel Industries, Inc. is headquartered in Dubuque, Iowa, and was incorporated in 1929. Flexsteel is a designer, manufacturer, importer, and marketer of quality upholstered and wood furniture for residential, recreational vehicle, office, hospitality, and healthcare markets. All products are distributed nationally. Additional information about Flexsteel can be found at www.flexsteel.com.

Contact

Barbara Murphy
Director of Marketing and Communications
bamurphy@flexsteel.com

####