



INTERNATIONAL  
MARKET CENTERS

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## **FOUR HANDS, IMC ANNOUNCE PARTNERSHIP**

*Global manufacturer and distributor of home furnishings  
expanding in Las Vegas, relocates to Showplace High Point*

**Las Vegas and High Point, N.C.** – (Jan. 24, 2012) - Four Hands, an Austin, Texas-based global manufacturer and wholesaler of home furnishings, announces its growing partnership with International Market Centers, the world's largest and most comprehensive home furnishings platform with more than 11.5 million square feet of world-class exhibition space at World Market Center Las Vegas and High Point, N.C.

According to Matthew Briggs, Four Hands president and chief executive officer, the company is making a bold move in both markets via significant expansions that reinforce Four Hands' growing leadership position within the furniture industry. Established 17 years ago, Four Hands today sells to hundreds of large and small retailers around the globe and dominates a growing niche of contemporary and accessible design.

“Although we are a relatively young company by High Point standards, we remain on the forefront of thoughtful, smart design,” said Briggs. “Our growing footprint requires us to expand our presence in both key markets – Las Vegas and High Point – and IMC is the ideal partner to facilitate our evolution.”

In High Point, the Four Hands' new 36,000-square-foot showroom will be located on the fourth level of Showplace, serving as an anchor for the centrally-located IMC property. Their move to this new space represents a 64 percent increase from their prior High Point showroom in Union Square, guaranteeing an incredible product presentation for the trend-setting manufacturer. This new showroom will open for the April 21-26 High Point Market.

In Las Vegas, at Las Vegas Design Center at World Market Center, Four Hands will more than double in size to dominate the south end of Building A. The Las Vegas showroom, which will open before the Summer 2012 Market, July 30-Aug. 3, jumps from 8,800 to nearly 20,000 square feet.

According to Briggs, the expansions also ensures Four Hands will capture the attention of buyers who must make the most of their limited time at shorter markets. “Convenience is still key for buyers of both large and small retailers, so it's important that we adapt to the times and make it as easy as possible for buyers, designers and consumers to experience our collections,” said Briggs. “We are confident larger and more conveniently located showrooms will contribute to our future growth.”

According to Bob Maricich, chief executive officer of IMC, the creation of IMC fosters enhanced cooperation between the markets in both cities. It ensures a unified approach that creates a value-added platform for the industry and exhibitors and allows for greater cross-promotion.

“Four Hands is the ideal example of a progressive brand that is taking advantage of the new synergy created by the recent IMC merger of Las Vegas and High Point,” Maricich said. “Four Hands’ expansion in both markets not only ensures the company’s leadership position, it is helping to bridge the company’s business on both coasts. We are delighted to count Four Hands as one of our signature brands that is helping to lead the modern living design revolution.”

In Las Vegas, Four Hands is located within Las Vegas Design Center, a 42-showroom facility on the World Market Center Las Vegas campus that is open to the public as well as the trade. According to Randy Wells, vice president of Las Vegas Design Center, Four Hands’ energy is contagious.

“Four Hands played a major role in LVDC’s progression as the region’s most comprehensive resource for home furnishings,” said Wells. Four Hands is one of the Design Center’s founding fathers, and true to form, the company continues to raise the bar for leadership in our industry. “In the past year, LVDC opened a record 11 new showrooms, and Four Hands is easily one of the most popular showrooms with both consumers and designers alike.”

### **About Four Hands**

Four Hands, based in Austin, Texas is a global manufacturer and wholesaler of home furnishings. The company, now in its 17th year of operation, sells to hundreds of small and large retailers around the globe. As a three-time winner of Inc. Magazine's "Top 500 Fastest Growing Private Companies," and a three-time winner of Texas Monthly's "Best Companies to Work for in Texas," Four Hands is one of the most dynamic companies in the furniture industry today. The company also has been named to the Initiative for a Competitive Inner City/Business Week’s Top 100 list for six consecutive years. Four Hands has showrooms in High Point, NC; Atlanta; Las Vegas and Austin.

### **About International Market Centers**

International Market Centers, L.P. (IMC) is the world’s largest operator of premier showroom space for the furnishings, home décor and gift industries. IMC owns and operate 11.5 million square feet of world-class exhibition space in High Point, N.C. and Las Vegas. In addition, IMC operates the Las Vegas Design Center, a year-round resource open to both the design trade and consumers which is comprised of more than 40 showrooms and hundreds of designer brands. IMC’s mission is to build and operate an innovative, sustainable, profitable and scalable platform for the furnishings, home décor and gift industries. For more information on IMC, visit [imcenters.com](http://imcenters.com).

### **About Las Vegas Design Center at World Market Center Las Vegas**

Sitting at the epicenter of the world’s fastest growing home furnishings complex, Las Vegas Design Center at World Market Center Las Vegas is a year-round resource for design-seeking consumers and designers showcasing top names in fine furniture, decorative accessories, wall décor, lighting, floor coverings, fabrics and trim. LVDC is open to the public Monday through Saturday and features over 40 showrooms carrying hundreds of leading manufacturers’ lines. An important source of education for the industry, Las Vegas Design Center also attracts many of the industry’s most prominent thought leaders to its comprehensive slate of seminars, networking receptions and other sought-after events. Las Vegas Design Center is also home to the award-winning restaurant Mundo, A Culinary Haute Spot. For more information, visit [LVDesignCenter.com](http://LVDesignCenter.com).