

UNIVERSITY LOFT COMPANY



MAKERS



COOL

Corporate | 2020

Confidential Information Memorandum

November 2019



Index

2	OUR COMPANY
7	Timeline
9	ULC Today
10	The Loft Way
11-12	GREEN CUSTOMERS
13	DEPARTMENT OF DEFENSE
14	CUSTOMER TESTIMONIALS
15	VISIT US
16	LABOR ETHICS
17	OUR FACILITIES
18	Greenfield, IN
19	Morristown, TN
20	Malaysia
21	China
22	OUR LEADERSHIP
26	CORPORATE CITIZENSHIP
27	JANNETIDES COLLEGE OF BUSINESS AND ENTREPRENEURIAL LEADERSHIP
28	ACHIEVEMENTS
29	PATENTS
30	OUR PRODUCTS
34	WHAT OUR EMPLOYEES SAY
35	OUR SERVICES
36	Design & Marketing
37	Mobile Showroom
38	Warranty
39	Long Term Investments
42	Information Technology
43	Trucking & Installation
44	GREEN PLAN



www.facebook.com/universityloft



www.instagram.com/uloft



www.twitter.com/uloft



www.youtube.com/user/uloft

Our Company

University Loft Company is a world leader in the college contract furniture market. Since our inception in 1986 we have seen extraordinary growth in all areas of the business. We put quality, value, and style first in our furniture production, delivery, and installation.

University Loft Company is always thinking of new ways to improve the functions of the furniture that we provide. An example of this is our standard tool-less bed that is adjustable, allowing the customer to maneuver the bed to their desired height. The single beds can easily be transformed into bunk beds, lofts, and complete home offices fitting into any configuration you might need. Our customers may not be able to see the inside of every piece of furniture we build, but we build it as if they could. Taking extra steps in our commitment to quality produces a far superior product. It is our goal to excel at what we do and improve on every level our customer's experience with University Loft Company.

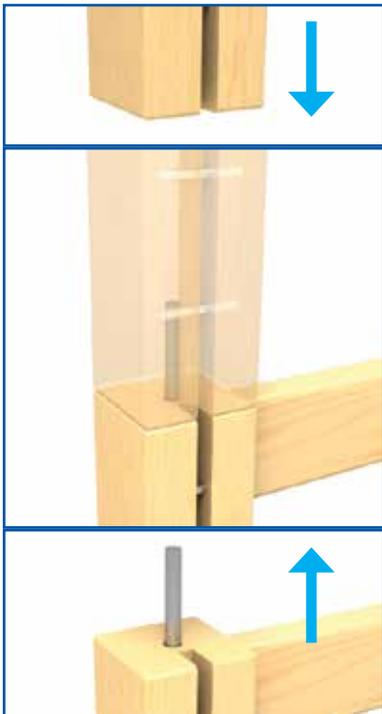


Mission Statement

University Loft Company is committed to contributing to the economic growth of the local community where we work, the United States, and our team members of customers, vendors and employees by providing superior furniture at competitive prices, with an unmatched level of customer service and satisfaction.

Tool-Less Design

As seen in dorms around the world





The LOFT logo is used as the main flag for the retail market. The retail market covers all retail domestic furniture retailers. All upholstery, some bed groups and fashion plumbing is labeled with this logo.



Contract division targets Universities, Colleges, Boarding Schools, and other institutions that require exceptionally durable and yet stylish furnishings. The oval logo above has long represented our company in this market.



Defense Quarters division targets Government Organizations, Military Organizations, and other facilities that require exceptionally durable and yet stylish furnishing. Logo above is used to brand all furniture for this market.



Beds, desks, chairs, wardrobes, vanities, faucets, tubs and showers designed for the domestic market and slated for large scale retail dealers such as Lowes or Sam's Wholesale Club are branded with the above logo.



Varsity Loft Club is the direct to consumer and online sale division focused on selling excess inventory and overstocked items.



LOFT has a wide selection of products for the Hospitality Industry. Beds, desks, chairs, and wardrobes are designed for Hotels and resorts are branded with the above logo.



LOFT provides turn-key services by having its own installation company along with trained outside specialists. In addition, it has deep relationships with independent installers of furniture in all areas of the country.



Quality and customer service has been the foundation for everything we do at J2 Furniture Solution.

With over 40 years of experience, J2 Furniture Solutions has specialized in providing innovative furniture at competitive prices to commercial, hospitality, healthcare, higher-education, K-12, government, signage and seating markets.



ULC's website promotion logo for www.uoft.com. Included on all advertising.



J Squared Trucking is the logistics company for the many transportation needs of University Loft Company and other related companies.



A youth furniture brand seen in 40 of the top 100 retailers around the country in 2005.



(800) 423-LOFT

World HQ

Greenfield, Indiana, USA



University Loft: An American Company Committed to Innovating World Class Furniture!

Welcome, and thank you for checking out our catalog of quality furniture and related products from University Loft Company. At ULC, we've been at the forefront of innovative furniture design and manufacturing for more than a quarter century, serving college and university, government and military, hospitality, and residential customers. In this catalog you'll find our newest products designed to fit your lifestyle needs today - and designed to last for years to come.

As you flip through these pages, remember that University Loft Company is built on these cornerstones of commitment:

WE'RE COMMITTED TO PRODUCING TOP-QUALITY FURNITURE THAT PROVIDES THE BEST OVERALL VALUE.

By using superior strength materials emphasizing solid wood construction, along with state-of-the-art construction methods, University Loft delivers furniture that stands the test of time and is the industry bench mark.

WE'RE COMMITTED TO MANUFACTURING FURNITURE IN AMERICA

Simply put, we're proud to be an American company manufacturing products in the American heartland. We're also proud to have offices, production facilities

and customer markets worldwide where we can expand the reach of American ingenuity, style and quality.

WE'RE COMMITTED TO BEING RESPONSIBLE STEWARDS OF OUR ENVIRONMENT

At University Loft Company, we use a hardwood Environmentally Farmed Timber that's stronger than Northern



The original Loft built by James Jannetides



WWW.ULOFT.COM

INDIANA



508,000 SQ/FT Manufacturing Facility & Corporate Headquarters - Greenfield, IN

TENNESSEE

OUR FIRST PLANT



635,000 SQ/FT Upholstery Plant/Distribution Facility - Morristown, TN

Red Oak! Even better, our EFT hardwood grows faster, yields more and can be used for latex production during its growth cycle.

MOST IMPORTANTLY, WE'RE COMMITTED TO YOU

We're committed to being responsive to your unique needs, your individual concerns and your furniture-buying challenges. Whether you are a residential consumer choosing a bedroom set for your growing child, a procurer of furniture for military housing, or a college residence life furniture buyer, we're

committed to making your furniture buying experience more satisfying.

When all is said and done, we hope you'll recognize that our business isn't really about furniture; it's about the people who entrust University Loft Company to outfit the personal spaces where they live, work and play. To remain worthy of that trust, we are always learning, always innovating and always improving... our environment, our products and our service. It's what you expect of us and it's what we demand of ourselves.

Thank you for choosing University Loft furniture.

Have questions? Have a special furniture design or manufacturing request? Want to place an order? Contact us today at 800.423.LOFT (5638). We look forward to serving you.



James Jannetides
Founder of University Loft Company



2010 ARBOR DAY TODAY



Over 200 Trees Planted Every Year Since 2009

ULC: A RICH HISTORY

1984



ULC's First Delivery Truck



First Sales Rep - Mark Lawburgh



First Showroom



First Office

1990



ULC introduces first mobile showroom to display furniture across the country

1992



ULC lands first major account - the University of Portland

1996



ULC secures the U.S. Military Camp Butler account



ULC introduces the 2 Position Chair and 100% solid oak casegoods
ULC ships first export job to University of Guam

1999



ULC acquires a 270,000 SQ/FT factory and sets up shop



Indiana Business Journal lists ULC as one of Indiana's 40 Under Forty - 40 businesses ran by someone under the age of 40

1995

ULC expands into a warehouse in Indianapolis, IN

+400
Accounts

+1100
Accounts



Selling furniture out of moving trucks



James rents first 400 lofts at SIU

1986

James sells ULC Division called The Loft Rental Company to local SIU students (still using same lofts today)

1991

10 YEARS LATER



James and his wife Deana at ACUHO-I Tradeshow



Housing Director - Ed Jones of SIU

1994

+70
Accounts



Friends of the World organization is created and ULC goes "Green"

GSA Contract Holder
ULC becomes a GSA Contract Holder



Nick and Tom Jannetides setting up the Washington St. office downtown Indianapolis



ULC's second Mobile Showroom

+800
Accounts

1997



ULC builds upholstery factory in Tennessee

900 universities now using ULC furniture in their institutions.

+900
Accounts

1998



ULC's Environmentally Friendly Timber tests stronger than Northern Red Oak



ULC receives the Blue Chip Enterprise Award

2000



2001



ULC donates \$100,000 to Southern Illinois University to establish a Chair for Business Ethics



ULC is named one of Indy's 25 Fastest Growing Companies

2005



ULC wins Sam's Wholesale Account



ULC is ranked among the top 300 wood working companies in the US by FDM Magazine



The New ULC Mobile Showroom

2007



ULC wins Lowe's Account



Spring '07 - ULC breaks ground at the site of their new facility in Greenfield, IN

Fall '07 - Construction of ULC's new home is complete

2012



ULC is recognized as one of Indianapolis's Largest Manufacturers by Indianapolis Business Journal

2018



ULC fulfills international shipments, most notably to Poland and Africa.

2010



ULC became Greenguard Certified



First Annual Arbor Day Celebration - ULC planted and donated over 800 trees and seedlings

2015



ULC delivered 1,070 individual desks, 225 double desks, and 1,625 upholstered Wave Chairs to Cathedral High School in Indianapolis, IN.

2017



ULC Develops a line of Bullet Resistant Metal furniture to withstand an active shooter situation on campus or in the office



ULC receives patent #6,353,945 issued on March 12, 2002 for a multi-positional bed



James receives the Ernst & Young Entrepreneur of the Year Award for Business Leadership

2002



ULC is ranked among the top 300 wood working companies in the US by FDM Magazine

ULC receives the following patents:
 #6,983,494 - Multiple Bed Unit and Sub-Assembly
 #7,089,609 - Multiple Bed Unit and Sub-Assembly
 #D507,708 - Bunk Bed with Perpendicular Bunks
 #D531,840 - Guard Rail for Bed
 #D532,213 - Loft Bed

2006



ULC sponsors the Greg Ray Racing team in the Indianapolis 500 and additional races

2004



ULC acquires the U.S. Military Camp Lejeune & Camp Pendleton Accounts

2009



Our metal products are approved by the Army Core of Engineers

2013



Ribbon-cutting ceremony for the Buena Vida live/learn facility at Southeastern University.

Buena Vida is important to University Loft Company because The Jannetides College of Business & Entrepreneurial Leadership is one of the colleges on this site. The ribbon was cut by founder and CEO of University Loft Company, James N. Jannetides.



2011



ULC co-sponsored the #88 car in the 2016 Indy 500 driven by Bryan Clauson

2016

ULC Today

Years after its humble beginnings in a college dorm room, ULC has grown into a company that leads the furniture industry. Currently, ULC holds accounts with 1200 colleges and universities across the country, and is constantly expanding into uncharted territory. In recent years, Loft has used their disciplines in wood, metal and glass to expand into the developer, military, retail, hospitality, and big box stores.

Lounge & Living Room



GSA Metal



Multi Family Housing



Office / Common Space



Big Box & Retail



New Developments/Apts



K-12 Education



Health Services



Worship Venue



THE LOFT WAY



ULC's "unconventional ways of doing business" have indeed proven successful. The company has awards, including the Blue Chip Enterprise by the Indianapolis Business Journal for inspirational achievement in business. ULC was named one of the 25 Fastest Growing Companies in Indiana by the Johnson Center for Entrepreneurship and Innovation. And, FDM Magazine has consistently named ULC in their Top 300 wood manufacturers in the United States.

At University Loft Company, we believe our employees are our greatest asset. That's why ULC enforces strict labor standards and offers all employees in all offices competitive pay, and benefits, along with 40 hour workweeks. But that's not all ULC offers its employees. Unlike the dull day-to-day office life of many companies, ULC employees enjoy indoor and outdoor amenities designed to provide both fun and relaxation during the work-day.

Indoors, ULC employees can enjoy an exercise room equipped with the latest fitness equipment as well as large flat-screen televisions. The employee break room is also equipped with a

flat-screen television, along with arcade games and an Xbox.

Outside, employees can enjoy their lunch breaks at "Camp Jannetides," the on-site recreational area named after President and CEO James Jannetides. Included is a fully-stocked lake and beach area, picnic tables, a walking path, bicycles, fishing poles and grills for employee use.

The outdoor amenities provide physical and mental benefits to employees by providing physical activities to benefit employee health and wellness, and by creating an atmosphere of serenity on the ULC campus.

Having satisfied employees allows ULC to offer innovative products of the highest quality to our customers.

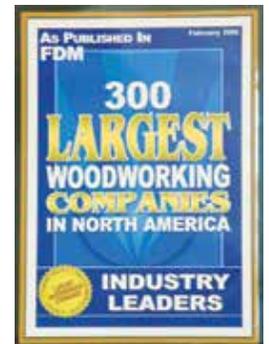
"Lots of competitors have looked at our unconventional ways of doing business and cannot understand why we continue to expand," said President and CEO James Jannetides. "It's always something new with us and I believe that is what has led us to our success."



Ernst & Young Entrepreneur of the Year Award



Blue Chip Enterprise Award



Top 300 FDM

Woodworking is in the DNA of **LOFT**

ULC SALUTES CUSTOMERS WHO HAVE CHOSEN "GREEN" BY USING THE FARMED TIMBER, HEVEA BRASILIENSIS.

Adelphi University
 Alabama A & M University
 Alabama School of Math & Science
 Alderson Broaddus College
 Alverno College
 Ancilla College
 Anderson University
 Appalachian State University
 Arizona Christian College
 Arizona State University
 Arizona Western College
 Arkansas School for Mathematics & Science
 Arkansas State University
 Arkansas Tech University
 Asbury University
 Ashland University
 Ashford University
 Assumption College
 Atlanta Christian College
 Augsburg College
 Augustana College
 Aurora University
 Baker College of Flint
 Baker College of Owosso
 Baldwin Wallace University
 Baptist College of Florida
 Baptist Rehabilitation Institute
 Barnard College
 Barry University
 Baylor School
 Bedford School
 Belmont Abbey College
 Benedict College
 Benedictine College
 Benedictine University
 Bentley College
 Bethel Bible Village
 Bethune Cookman University
 Black Hills State University
 Bloomsburg University
 Bluefield College
 Boise State University
 Bradley University
 Brandeis University
 Brevard College
 Brewton-Parker College
 Briar Cliff College
 Bridgewater College in Virginia
 Bryant University
 Buena Vista University
 Cal State Sacramento
 California Baptist University
 California College of Arts & Crafts
 California Institute of Technology
 California Polytechnic - San Luis Obispo
 California State University - Chico
 California State University - Monterey Bay
 California State University - Dominguez Hills
 California State University - Fresno
 California State University - San Bernardino
 California State University - San Francisco
 California State University - Stanislaus
 California University of Pennsylvania
 Campbell University
 Carleton College
 Carnegie Mellon University
 Carroll College
 Carthage College
 Catawba College
 Cate School
 Centenary College
 Central Iowa Community College
 Central Methodist College
 Central Michigan University
 Chowan University
 Christ for the Nations College
 Christian Brothers University

Clarion University of Pennsylvania
 Clark Atlanta University
 Clark University
 Clarkson University
 Clearwater Christian College
 Clemson University
 Coastal Carolina University
 Coffeyville Community College
 Colgate University
 College of Mount Saint Vincent
 College of Saint Francis
 College of Saint Scholastica
 College of Saint Elizabeth
 Colorado Christian University
 Colorado College
 Colorado Mountain College
 Colorado State University
 Columbia College
 Concord College
 Concordia University
 Concordia University - Saint Paul
 Converse College
 Core Concepts of Florida
 Corinthian Colleges
 Cornell College
 Cornell University
 Creighton University
 Crossroads Bible College of Indianapolis
 Crown College
 Crown Point Institute of Technology
 Cumberland University
 Curry College
 Dallas Christian College
 Dakota State University
 Davis College
 Delaware State University
 Dodge City Community College
 Drexel University
 Duquesne University
 Earlham College
 East Coast Bible College
 East Texas Baptist University
 Eastern Michigan University
 Edinboro University
 Edward Waters College
 Elizabeth City State University
 Elizabethtown College
 Ellsworth Community College
 Emmanuel College
 Emmaus Bible College
 Emory & Henry College
 Eureka College
 Fairfield University
 Fairleigh Dickinson University
 Faulkner University
 Fisk University
 Florida Atlantic University
 Fort Scott Community College
 Franklin & Marshall College
 Fresno Pacific University
 Furman University
 Gallaudet University
 George Mason University
 Georgetown College
 Georgetown University
 Georgia Southwestern State University
 Gordon College
 Grace College
 Grambling State University
 Grand View University
 Green Acre Bahai School
 Greensboro College
 Greenville College
 Harding University
 Hanover College
 Hardin - Simmons University
 Haskell Indian Nations University

Hastings College
 Heidelberg University
 Henderson State University
 Hendrix College
 Hesser College
 High Point University
 Highland Community College
 Hocking College
 Hofstra University
 Hollins University
 Holmes Community College
 Homes Bible School
 Houston Baptist University
 Howard University
 Huntington College
 Hyles - Anderson College
 Illinois Central College
 Illinois College
 Indiana Diving Academy
 Indiana School for the Blind & Deaf
 Indiana State University
 Indiana University Purdue University - Fort Wayne
 Indiana University Purdue University - Indpls
 Indiana Wesleyan University
 International Business College
 International College of Hospitality Mgmt
 Iowa Central Community College
 Iowa Lakes Community College
 Jackson College
 James Madison University
 Jarvis Christian College
 Jefferson College
 John Brown University
 John Carroll University
 Johns Hopkins University
 Johnson & Wales University
 Johnson Bible College
 Johnson C. Smith University
 Johnson University
 Judson University
 Kansas City Art Institute
 Kansas State University
 Keene State College
 Kent School
 Kent State University
 Keystone Junior College
 King College
 Lamar University
 Lane College
 La Roche College
 La Sierra University
 Lake Forest College
 Lake Superior State University
 Lambuth University
 Lawrence University
 Limestone College
 Lee University
 Lenoir-Rhyne University
 LeTourneau University
 Limestone College
 Lincoln Christian University
 Lindenwood University
 Lock Haven University
 Louisiana State University
 Louisville Collegiate School
 Loyola University - New Orleans
 Lubbock Christian University
 Luther College
 MacMurray College
 Maine School of Science & Mathematics
 Marantha Baptist Bible College
 Marian University
 Mars Hill University
 Marygrove College
 Massanutten Military Academy
 McKendree College



McMurry University
 Medaille College
 Memphis College of Art
 Mercer University
 Mercyhurst College
 Messiah College
 Michigan Technological University
 Molloy College
 Montana State University - Bozeman
 Montana Tech
 Moody Bible Institute
 Mooseheart Child City & School
 Mount Ida College
 Mount Mercy College
 Mount Olive College
 Mount Saint Mary's College
 Mount Saint Clare College
 Multnomah Bible College
 Murray State College
 NW Christian College
 Nashville Auto Diesel College
 Nebraska Christian College
 Newberry College
 Nichols College
 Nicholls State University
 Norfolk State University
 North Carolina A & T State University
 North Central College
 North Georgia College
 Northeast Community College
 Northeast Oklahoma A&M University
 Northeastern University
 Northern Michigan University
 Northern State University
 Northwest Christian University
 Northwest Iowa Community College
 Northwest Nazarene University
 Northwestern Oklahoma State University
 Northwestern University
 Northwood University
 Oakdale Christian Academy
 Oakwood University
 Ohio University
 Ohio Wesleyan University
 Oklahoma City University
 Old Dominion University
 Otero Junior College
 Ouachita Baptist University
 Our Lady of the Lake University
 Oxford College of Emory University
 Pacific Union College
 Park University
 Philander Smith College
 Philadelphia University
 Piedmont College
 Pine Manor College
 Pittsburgh Technical Institute
 Point Park College
 Portland State University
 Post University
 Potomac State College
 Pratt Community College
 Presentation College
 Queens University of Charlotte
 Quincy University
 Reinhardt University
 Rhode Island School of Design
 Richard Stockton College of New Jersey
 Robert Morris College
 Rochester College
 Rochester Institute of Technology
 Rocky Mountain College
 Roger Williams University
 Rogers State University
 Rollins College
 Rose Hulman Institute of Technology
 Rutgers University - Camden

Saint Anselm College
 Saint Augustine College
 Saint Joseph's College
 Saint Louis Priory School
 Saint Louis University
 Saint Xavier University
 Salem Academy & College
 Salisbury University
 Sam Houston State University
 San Diego State University
 San Francisco Ballet
 Shenandoah University
 Shippensburg University
 Simpson College
 Snead State Community College
 South Dakota State University
 South Georgia Technical College
 Southeastern Oklahoma State University
 Southern Adventist University
 Southern Baptist Theological Seminary
 Southern Illinois University - Carbondale
 Southern Illinois University - Edwardsville
 Southern New Hampshire University
 Southern University
 Southwestern Baptist Theological Seminary
 Southwestern Oregon Community College
 Spring Hill College
 St. John's University
 State University of New York - Albany
 State University of New York - Alfred
 State University of New York - Binghamton
 State University of New York - Buffalo
 State University of New York - Cortland
 State University of New York - Delhi
 State University of New York - Morrisville
 State University of New York - New Paltz
 Stevens Institute of Technology
 Stillman College
 Stuart Hall School
 Sul Ross State University
 Teachers College
 Temple University
 Tennessee State University
 Texas Southern University
 Texas Tech University
 The Art Institute of Pittsburgh
 The Cleveland Institute of Art
 The Hill School
 The Seed School
 Thiel College
 Tiffin University
 Towson State University
 Treasure Valley Community College
 Trine University
 Trinity International University
 Trinity Lutheran Seminary
 Tri-State University
 Tulane University
 Tuskegee University
 Union College
 Union University
 University Maryland Baltimore County
 University of Akron
 University of Alabama - Huntsville
 University of Arkansas
 University of Arkansas - Pine Bluff
 University of California - Irvine
 University of California - Los Angeles
 University of Colorado - Boulder
 University of Connecticut
 University of Dallas
 University of Delaware
 University of Denver
 University of Evansville
 University of Houston
 University of Delaware
 University of Denver
 University of Evansville
 University of Houston
 University of Incarnate Word
 University of Indianapolis

University of Iowa
 University of Louisville
 University of Maine
 University of Maryland - Eastern Shores
 University of Miami
 University of Missouri - Kansas City
 University of Mount Olive
 University of Nebraska
 University of Nevada - Las Vegas
 University of New England
 University of New Hampshire
 University of New Mexico - Albuquerque
 University of North Carolina - Asheville
 University of North Carolina - Chapel Hill
 University of North Carolina - Greensboro
 University of Notre Dame
 University of Oklahoma
 University of Oregon
 University of Pittsburgh
 University of Portland
 University of Rio Grande
 University of Saint Francis
 University of San Francisco
 University of Science & Arts
 University of South Dakota
 University of Southern Indiana
 University of Southern Mississippi
 University of Tampa
 University of Tennessee - Chattanooga
 University of Tennessee - Knoxville
 University of Texas - Austin
 University of the Ozarks
 University of the Pacific
 University of the Sciences in Philadelphia
 University of Virginia College
 University of West Florida
 University of West Indies - Mona
 University of Western Ontario
 University of Wisconsin - Madison
 University of Wisconsin - Marathon County
 University of Wisconsin - Oshkosh
 University of Wyoming
 Urbana College
 Utah State University
 Utica College
 Valdosta State University
 Valley City State University
 Valparaiso University
 Villanova University
 Vincennes University
 Voorhees College
 Wabash College
 Warner University
 Warren Wilson College
 Washington Adventist University
 Washington University of St. Louis
 Wayland Baptist University
 Weatherford College
 West Chester University
 Western Iowa Tech Community College
 Western Michigan University
 Westminster College
 Westmont College
 Wheeling Jesuit University
 Wheelock College
 Wilfrid Laurier University
 William Carey College
 William Penn University
 Wingate University
 Wisconsin Lutheran College
 Wofford College
 Yale University
 Youngstown State University

DEPARTMENT OF DEFENSE



WHOLE ROOM CONCEPT

At ULC, we are proud to provide furnishings to the government sector. We specialize in Whole Room Concepts, which means we can provide everything from furniture to accessories such as wall art, televisions, bedspreads, area rugs and lighting. We carry over \$5 million worth of inventory to assure quick shipment.



DOJ GSA Contract Holder

GSA Contract Holder

GS.27F.0022J

CAGE CODE: 0T1P0

SMALL BUSINESS

EUROPE AF BPA: FA5641-17-D-003

NAVY BPA: N00189-11-A-0093

ARMY COE APPROVED

JUST A FEW U.S. MILITARY BASES THAT UTILIZE OUR FURNITURE

ALCONBURY, UK AFB

ANDERSEN AFB - GUAM

BOLLING AFB

CAMP BUTLER

CAMP FUJI

CAMP LEJEUNE

CAMP PENDLETON

COLUMBUS AFB

DYESS AFB

FORT BRAGG

FORT CAMPBELL

FORT CARSON

FORT JACKSON

FORT LEE

GOODFELLOW AFB

GUANTANAMO BAY
NAVAL BASE

HILL AIR FORCE BASE

KADENA AIR BASE -
OKINAWA JAPAN

KUNSAN AIR BASE -
KOREA

LACKLAND AFB

MACDILL AFB

MCAS YUMA

MCB QUANTICO

MCCHORD AFB

MCGUIRE AFB

MCLB BARSTOW

MCRD PARRIS ISLAND

MOODY AFB

MOUNTAIN HOME AFB

NAB LITTLE CREEK

NAS MERIDIAN

NAS PENSACOLA

NAVAL MEDICAL CENTER
SAN DIEGO

NCBC GULFPORT

POPE AFB

SHAW AFB

TWENTY-NINE PALMS

USCG CLEAR WATER

USCG KEY WEST

USCG SECTOR MIAMI

USCG STATION LAKE
WORTH INLET

USMC AIR STATION
BEAUFORT

WHITEMAN AFB

YOKOSUKA AIR BASE



University Loft
Company GSA
products have been
Greenguard Certified.



Customer Testimonials



ANTHONY KULIKOWSKI, YALE UNIVERSITY PROCUREMENT SERVICES

"I would like to sum up our experience with one word 'EXCELLENT'... Not only do they perform as contracted for but they make up for our logistical short comings. In the past we have ordered late, expedited the delivery and still they bring product half way around the world before we are ready to install due to construction delays. As for the product, our furniture is a 99% Yale custom design; therefore if they can produce custom without any difficulties, what do you feel that can do with their standard product lines?"



DAVE TOMELO, EXECUTIVE DIRECTOR OF THE STUDENT PROGRAMMING AND OPERATIONS CENTER, CLARION UNIVERSITY

"I am writing this letter to thank you for all your help in making the installation of furniture from the University Loft Company a very smooth and well organized one. I was pleased with the correspondence I received from your company and the quick response to questions or concerns I had. As you know, we had the old furniture moved out two months before the furniture from University Loft was scheduled to be delivered. Your company came through with flying colors and delivered on time and completed the installation with the time from we had discussed."



TABATHA CARNEY, PURCHASING ADMINISTRATOR, BUENA VISTA UNIVERSITY

"I wanted to pass along a compliment of the wonderful service that I received from one of your employees. She has demonstrated wonder customer service to our university and we feel very fortunate to have her as one of our main contacts within your company. We have been very pleased with most of the furniture that we have purchased through your company."



UNIVERSITY OF SOUTHERN INDIANA

"We've been using ULC for at least 10 years and we haven't had any problems with the products. ULC has always done what they tell us they will do and have stood behind their products. I would highly recommend them!"



MARION B. BRACY, FACILITY PLANNING & MANAGEMENT DIRECTOR, XAVIER UNIVERSITY OF LOUISIANA

"...We have done business with University Loft for more than two years. We are pleased to report that their project managers and salesmen have conducted all business in a highly acceptable manner. I personally have worked with University Loft on a very large project here at Xavier University and the quality of their dormitory furniture has definitely met our needs."



SUZANNE WEIN, FAMILY & GRADUATE HOUSING ADMINISTRATIVE ASSISTANT, ANDREWS UNIVERSITY

"We had a great experience with University Loft. They called to set up delivery. They followed up to make sure things were in place for the delivery. The trucks arrived early. They even followed up after the delivery to see if the delivery went well. The people were kind, friendly and customer-service oriented."

WHY?

VISIT UNIVERSITY LOFT COMPANY TO SEE WHAT'S NEW AND LEARN WHY WE'VE BEEN THE BEST SINCE 1986

VISIT OUR HEADQUARTERS IN THE HEARTLAND

No matter where you call home, you can always come "back home again in Indiana." That's where you'll find the University Loft Company headquarters and primary production facility - squarely in the American heartland, in Greenfield, Indiana.

Our Greenfield facility boasts more than 500,000 square feet of manufacturing and warehousing space; and our corporate offices and product showroom are right there under the same roof. Of particular interest to visitors is our 58,000 square foot showroom. It's the perfect place to view ULC's modular student furniture product lines all in one place. With more than 30 student room mock-ups (plus a student apartment setup), we make it easy for you to envision how University Loft furniture will enhance student living on or off-campus at your college or university.

Plan your visit to University Loft's headquarters in the heartland, or arrange to have our Mobile Showroom at your next campus event. Contact a representative today at 800.423.LOFT (5638).



Seating Styles For Any Use



MANUFACTURED IN THE HEART OF AMERICA.



Use of clean energy at our HQ



Multi-Room Apartment Layout



The new Ridgfield Upholstery group





Our Employees get the job done!

Labor Ethics

Up to 300 people are employed by University Loft Company in our United States factories. ULC enforces strict labor standards with work forces across the globe and fair labor practices for all. We have put in place company policies to benefit the employee with 40-hour work weeks, health benefits, 401K plans and profit sharing.

We have selected to place our operations in two American factories (Greenfield, IN and Morristown, TN), and now being recognized by both national and state governments. We are a growing company who would be honored to have you join us in efforts to protect the environment and create more jobs for the work force of America.





Our Facilities

Drive down Jannetides Boulevard to the new campus and main headquarters of ULC located just east of Indianapolis.

The new headquarters is approximately 508,000 square-feet and boasts a 59,000 square-foot exhibit hall that artfully displays all the functional and stylish products ULC offers. Within this hall, ULC has constructed full-room setups and small vignettes for customers to get an idea of what furniture pairs beautifully together and how it would look within their space.

Now in its 3rd expansion, most of ULC's upholstery is manufactured in the heart of the Eastern Tennessee valleys of Morristown, TN.

The Tennessee plant is approximately 120,000 square-



feet, with 60,000 square-feet set aside for manufacturing ULC products.

It is here that all frames are handcrafted, the fabric is cut and accent pillows are filled to create a custom upholstered product.

On select upholstered products, ULC utilizes Velcro technology, a process in which the upholstery is attached onto the frame with hook and loop. This concept is not only eco-friendly, but saves customers money, as they can replace certain damaged pieces

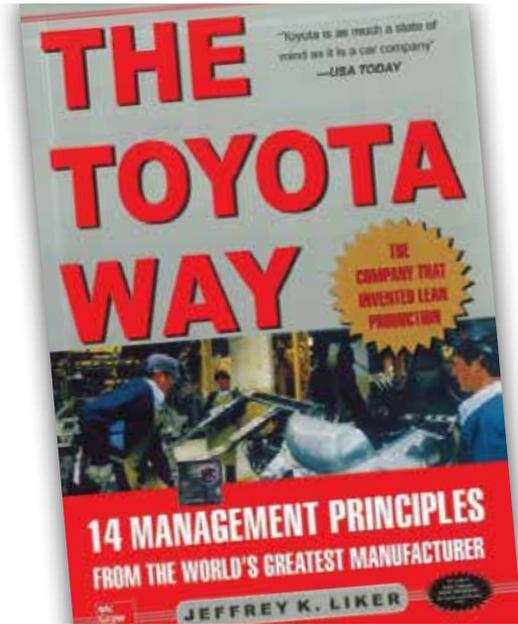
of upholstery instead of the entire chair.

ULC also has showrooms in Japan and China, with an office and manufacturing facility in Malaysia.

In 1994, Jannetides founded Friends of the World (FOW). This group supports the use of environmentally farmed timber products and all of the organizations that produce those products.

Whenever possible, ULC uses farmed Hevea Brasiliensis. This product is harvested, managed, and farmed to prevent deforestation. In addition to utilizing safe lumber practices, the farms that grow the trees use the latex that secretes from the trees' vessels to produce latex based products, such as surgical gloves. On the average, one tree is used in the construction of 20 desks. The farms ULC buy wood from are certified by The Malaysian Timber Council and endorsed by The Forest Stewardship Council.





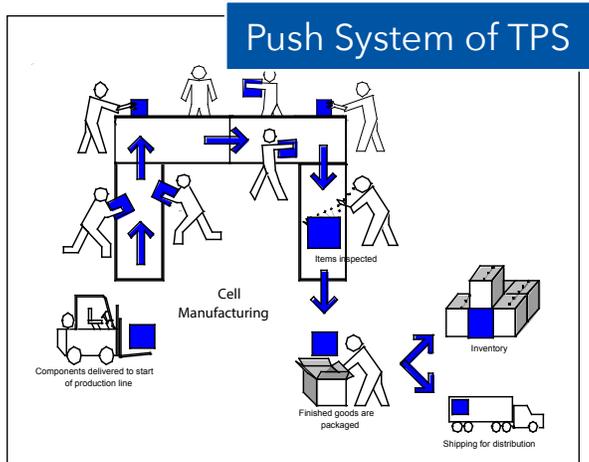
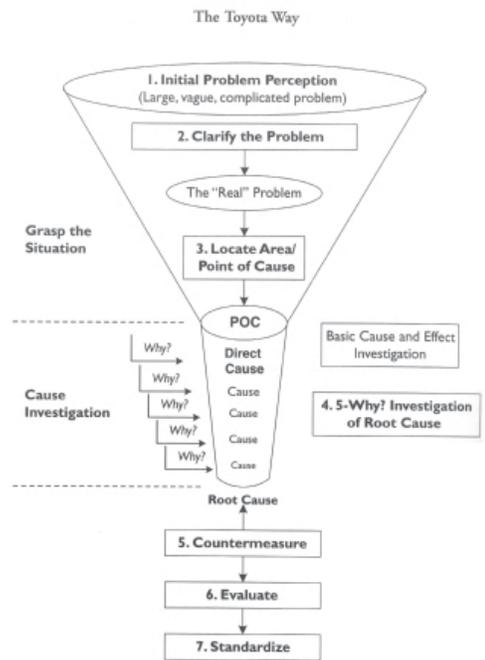
ULC Lives by the 14 Principles of the Toyota Way

Greenfield, IN Facility

In November of 2007 University LOFT Company moved from 2222 Hillside Ave., Indianapolis, IN into their brand new home located at 2588 Jannetides Blvd., Greenfield, IN. The new facility has ample office space, 59,000 sq. ft. of showroom and 508,000 sq. ft. of warehouse space. LOFT's big box customers require an aggressive shipping program with plenty of warehouse space to accommodate large quantities of product.

In addition to warehousing and shipping the main hardwood assembly and manufacturing resides in the Greenfield facility. ULC has a complete mill room.

Our manufacturing style is based on the Toyota Way. Components are delivered to one end of the cell and then assembled as they progress around the cell. Items are inspected and then boxed at the end of the cell. This type of manufacturing allows for the line supervisor to be involved throughout every step of the assembly process.



Tailored Upholstery Since 1999



Tennessee Upholstery Plant

Our Tennessee factory manufactures thousands of units each year. We employ highly trained upholsterers and also utilize some of the most technical equipment available. Our on site product development team is always developing new upholstered product lines to meet the changing market. Our customers also give us feedback and ideas. Several of our upholstered lines have been created direct from customer feedback.



Ronald Bunch

Plant Manager, Morristown, TN
Member of Team ULC since 1999



Shirley Trent

Human Resources Manager
Member of Team ULC since 1999



Malaysian Operations Since 1994



Certified Forest

Golden Hope Plantations Berhad
Golden Hope
13th Floor, Menara PNB
No. 201-A, Jalan Tun Razak
Kuala Lumpur, 50400
Malaysia

Our Hevea Brasiliensis is purchased from farms that are certified by The Malaysian Timber Council and from SCS Forest Management Program, endorsed by the Forest Stewardship Council and by Friends of the World. (see Environmental Sustainability section for more details)



Offices in Malaysia



China Office



University LOFT Team has sourced products from all over China. Faucets, vanities, furniture components, stack chairs, and kitchens are all being imported from China by University LOFT Company. LOFT has contracted with several big box companies such as Lowes and Sam's Wholesale Club. These stores have created a very successful market for LOFT. A stack chair deal with Sam's Wholesale Club was entered into in 2008 and this created a need for LOFT to acquire a stable supply of inexpensive quality chairs. Years of nurturing connections in Malaysia and then China has produced a knowledgeable staff and reliable production of the products LOFT needs to satisfy its customers.

OUR BOARD/EXECUTIVE COMMITTEE

James Jannetides

President/CEO/Founder
Member of Team ULC since 1986

James Jannetides graduated from Southern Illinois University in 1986 with a degree in Marketing. Building a loft bed for his dorm room, it was there that University Loft Company was born. From these humble beginnings, James has built ULC into one of the Indianapolis Business Journal's 25 Fastest Growing Companies, as well as inclusion in the Growth 100 group in Indiana and the recognized leader in the contract furniture industry. Servicing the retail, hospitality, and military markets, while still maintaining a strong presence in the college/university market, ULC has doubled in size in the last few years. Making significant contributions to universities and educational programs every year, ULC is also known for its philanthropic work. With 20 years experience in the furniture industry, James' success has earned him a place on the Indianapolis Business Journal's Top 40 Under 40 list. James was also honored as Ernst and Young Entrepreneur of the Year for 2002.

**Tai Chin Choon (Raymond Tai)**

Head of Overseas
Member of Team ULC since 1994

Joined the ULC team in 1994 and was responsible for hiring and setting up the overseas Malaysia office and later our China office. Raymond has been immersed in the furniture industry ever since 1979, working as a tool specialist in a woodworking factory. Later he became the overall manager of a furniture factory with a work force of about 150 and produced the University Loft bunk bed in 1986. Raymond Tai is a certified ISO 9000 auditor and has trained in 5S and has a strong mechanical background. Raymond and his team works closely with Loft's overseas suppliers on factory planning and improving productivity using his experience and formal training in factory management. He is hands on manager to help ensure optimal production design during the product development phase. Raymond manages our team in China and Malaysia concentrating on production design, product sourcing, logistics and leads a team of QC inspectors to ensure quality by performing in-line inspections.

**Vince DiBenigno**

Board Member
Member of Team ULC since 2009

Vince more than 40 years of varied experience as a financial executive. He stated his professional career with Price Waterhouse in NYC followed by fifteen years of increased responsibilities with various units of United Technologies Corporation. In 1993 he joined Fort Wayne Plastics as its CFO followed by Shelter Distribution in 1998 as their CFO until 2002 where he was instrumental in selling the business at a 32% IRR for its investors. He stayed on as CFO for the new equity group helping to again profitably grow the business to 37 locations in 12 states employing 650 with revenues of \$275M until 2004. During 2004 through 2006 he partnered with an Indianapolis print shop owner and grew that business from \$3 million to \$10 million with 95 employees by executing three acquisitions over a six month period. Afterwards, from 2007 through early 2009 he was a financial consultant for Resources Global Professionals supporting Fortune 1000 size companies until joining ULoft in early 2009 as their CFO. Vince graduated with honors from Manhattan College in NYC with BS degree and is a CPA.

**Chris Collins**

CMA/Board Member
Member of Team ULC since 2001

Chris Collins is the corporate controller for University Loft Company. His responsibilities include management of external and internal accounting, financial reporting, and financial planning and analysis. Chris works alongside other members of senior management on operational planning and analysis.



Since being hired in 2001, Chris has helped secure financing for ULC's \$20 million corporate headquarters and served as Project Leader on the design/build of the new facility. In 2009, Chris directed and coordinated a significant cost reduction effort that resulted in a \$3.3M (25.5%) improvement in year-over-year EBITDA.

Chris graduated from the University of Southern Indiana in 2001 with a Bachelors degree in Accounting. He is a Certified Management Accountant and a member of the Institute of Management Accountants.

OUR LEADERSHIP

Rebecca Brown

Director of Operations
Member of Team ULC since 2008

Rebecca Brown has been with the Company for nine years. As the Director of Purchasing she is responsible for sourcing and purchasing for the Company. She works closely with our overseas staff to ensure we obtain the best quality product at the best price. Ms. Brown has more than 20 years of experience in the Purchasing/Accounting fields.

**Jeff Carlson**

Vice President of Business Development

Member of Team ULC since 1996

Jeff Carlson, an Indiana University graduate, joined Team ULC as a University/Government Sales Representative in November 1995. In 1997, Jeff began establishing relationships with leading developers in the on/off privatized campus college market. In six years, Jeff has been responsible for increasing the market by an amazing 300% and overseas staffing, sales policies, objectives, and initiatives for the Developer Market.



OUR LEADERSHIP



Ronald Bunch

Plant Manager, Morristown, TN
Member of Team ULC since 1999
 Ronald oversees all aspects of our Tennessee manufacturing facility. He joined our company with over 24 years experience in management and upholstery craftsmanship. Under Ronald's expert leadership, and with his valuable planning ability, our teams of

craftsmen build your order timely and with pride. Ronald is an indispensable part of our team.

21
YRS.



Craig Carter

Human Resources Manager - IN
Member of Team ULC since 2011
 Craig Carter joined LOFT as Human Resources Manager in May of 2011 and came to the Company with more than 15 years of human resources experience. He holds a BA and Master's Degrees from Purdue University, as well as an MBA from Indiana-Wesleyan University.

9
YRS.



Shirley Trent

Human Resources Manager - TN
Member of Team ULC since 1999
 Shirley Trent joined ULC 18 years ago as Tennessee Human Resources Manager after 18 years of human resources-related responsibilities and four years as HR Manager at a local retail furniture manufacturer. In addition to HR duties, Ms. Trent currently

supervises office staff. She has a Business degree from Walters State Community and has a PHR certification.

21
YRS.



Carolyn Hiatt

Director of Sales
Member of Team ULC since 2016
 Carolyn manages customer service and Company revenue targets through the activities of University Loft's sales representatives. With more than 25 years of management experience, Carolyn promotes ULOFT excellence and best practices, identifying, hiring, training, and harnessing superior customer service expertise. The result is a knowledgeable, caring sales staff ready to meet your needs.

4
YRS.



Craig Wells

Chief Financial Officer
Member of Team ULC since 2018
 Craig oversees all internal and external financial aspects of the company, including all financial reporting to the board and the company's stakeholders. He brings a well-rounded background in financial management experience from the private, public, and nonprofit sectors, with a focus on growth and

developing policies and procedures to improve performance and productivity. Craig holds a B.S. in Finance, as well as an MBA, from Indiana University's Kelley School of Business.

2
YRS.



Bil Potter

Legal/General Counsel
Member of Team ULC since 2016
 Specializing in a corporate law setting and coming from a multitude of successes, Bil Potter joined University Loft in 2016 as corporate counsel with a specialty in government contracting and emphasis on the far and defar. He has successfully worked through the patent as well as corporate issues in a very successful corporate career.

4
YRS.



Wolfgang Rubio

Director of IT
Member of Team ULC since 2010
 Wolfgang Rubio joined ULC in 2010 with an extensive background in IT and corporate management spanning 25 years. He oversees both the IT department and Media department as well as the 3D design dept which is utilized in developing new products. In addition to direct management responsibility Mr Rubio is a member of the

Executive Committee and is instrumental in leading ULC technology advancement. He supports our networks in TN and two satellite offices in China and Malaysia. He holds an AAS from The Art Institute of Philadelphia and BA from SUNY Binghamton.

10
YRS.



Mike Bartley

Director of Price & Cost
Member of Team ULC since 2004
 With a background in finance, Michael Bartley is responsible for ensuring ULC's competitive bidding, control of inventory costs and product pricing. He holds an MBA from Indiana University in Finance and Accounting and a BS in Management from Purdue University.

10
YRS.



Patrick Snyder

Controller
 Since 2019

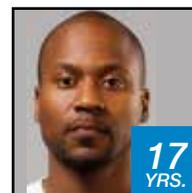
1
YR.



Brian Tyree

Operations manager
 Since 2003

17
YRS.



Bruce Harris

Warehouse Manager
 Since 2003

17
YRS.



OUR LEADERSHIP



Scott Smith
Accounts Receivable Manager
Member of Team ULC since 2000
Scott Smith has been with ULC for 20 years. He creates the invoices and applies payments for all ULC activity. ULC has not received any bad debt in last 20 years.

20
YRS.



Mike Smith
Assistant Controller
Member of Team ULC since 2017
Initially came to ULC as a Cost Accountant where he set the standard costs for each product. Mike Smith was able to streamline a few functions and was promoted to Assistant Controller where he then picked up the Purchasing Dept, Dropship program, and Inventory Control.

3
YRS.



Tom Dobbin
Student Housing Mgr
Since 2002

18
YRS.



Mike Hamelmann
Sales Rep - Developer
Since 2001

19
YRS.



Diane Smith
Project Mgr - Student Housing
Since 2005

15
YRS.



Kyle Wilbur
Regional Sales Mgr
Since 2014

6
YRS.



Sean Kimble
Regional Sales Mgr
Since 2019

1
YR.



Zach Rice
Regional Sales Mgr
Since 2019

1
YR.



Jason Regis
Regional Sales Mgr
Since 2018

2
YRS.



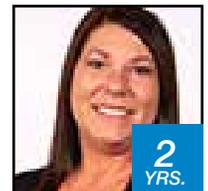
Jared Crabtree
Project Manager
Since 2017

3
YRS.



Collan Booth
Mgr of Contract Services
Since 2006

14
YRS.



Candice Johns
Shipping manager
Since 2018

2
YRS.



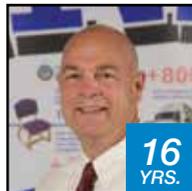
Yoelanda Cline
Lead Purchasing Agent
Since 2008

12
YRS.



David Baker
Sales Rep - Contract
Since 2007

13
YRS.



Sam Graci
Sales Rep - Contract
Since 2004

16
YRS.



Logan Heinrich
Sales Rep - Contract
Since 2011

9
YRS.



Dan Altstadt
Sales Support
Since 2014

6
YRS.

CHINA TEAM



Joanna Li
Purchasing Executive
Since 2007

13
YRS.



Cheryl Xiao
Reg. Sourcing Mgr.
Since 2008

12
YRS.



Ivy Chan
Sourcing & Merch Exec
Since 2013

7
YRS.



Bruce Lai
Draughtman
Since 2013

7
YRS.

GSA



Ventura Lopez
Vice President - GOV Division
Since 2005

15
YRS.



Julie Cook
GSA Project Manager
Since 2018

2
YRS.



Christina McCoy
Senior Project Manager
Since 2008

12
YRS.

Corporate Citizenship

University LOFT Company has a keen interest in giving back to not only our community, but to communities around the country and the world. Our commitment to helping nonprofit organizations extends to several partnerships that we can be proud of. Here are just a few samples of our commitment to our community and surrounding areas.

SIUC alumnus makes donation - James Jannetides presented a check for \$500,000 to Southern Illinois University officials to create the James N. Jannetides Professorship of Business Ethics in the College of Business and Administration. This professorship will allow for research and teachings to help further this significant issue. "It's an important area in business to me and that's why I chose to do this." - James Jannetides

Julian Center Receives Furniture/Monetary Donation
The Julian Center is a unique, nonprofit agency providing counseling, safe shelter, and education for women and children who are survivors of domestic violence and abuse. Through outreach and consultation, they also seek to educate the community about the issue of domestic violence and its impact on all our lives.

Saint Louis University renovates and received donation - Saint Louis University has received a \$100,000 donation from University LOFT Company to benefit SLU's multi-million-dollar renovation of Busch Memorial Center. The University's student center is undergoing a complete renovation and expansion.

University LOFT Company donates wardrobes - Arkansas Sheriff's Youth Ranch received a donation of 297 wardrobes from ULC. Items were used in their housing facility and others were sold to raise money. The organization raised more than \$12,000 toward operating costs. They have 4 campuses in Arkansas and specialize in helping smaller groups of children, keeping the maximum at any cottage to 12 youth.



John Fraedrich is the Jannetides Professor of Business Ethics at Southern Illinois University. He teaches Accounting Ethics (ACCT 414 and ACCT 514), Business Ethics (BA 514), Marketing Management (BA 550) and Marketing Theory (BA557). He said he chose to pursue a career in

higher education because he loves to teach and research why good people in business make unethical/illegal decisions.



Southern Illinois University



Julian Center



Saint Louis University



Cal Penn

THE FIRST OF ITS KIND LIVING UNDER ONE ROOF

On May 5th, during Southeastern University's Board of Trustees bi-annual meeting, it was announced that the university's College of Business will be known as the Jannetides College of Business and Entrepreneurial Leadership. The business college will be housed in Southeastern's living/learning facility, Buena Vida, which means "Good Life." This marks the first day in history that a college of business will be housed in this type of unique setting. Southeastern University is a rising star, rapidly growing and making a marked difference in campus living.

"It's the first of its kind that we know of," said James Jannetides, founder and CEO of University Loft Company, "a university that has an entire college inside a residence hall." Located in the center of the campus, the 120,000 sq. ft. Buena Vida building has three different food services located within the building. Students can have meals, meet their professors and never be late to class, all under the same roof.

Dr. Kent Ingle, President of Southeastern University, announced that Jannetides has made a gift to the university's College of Business as part of the \$40 million Southeastern University Fuel the Fire Campaign. This naming gives Jannetides recognition of his recent lead gift in the university's capital campaign.

"The College of Business and Entrepreneurial Leadership could have no more appropriate name than one honoring James Jannetides," said Ingle. "James is passionate about entrepreneurship, but even more importantly, he is passionate about our students and their success."

Jannetides comes from a family of entrepreneurs, with both his father and grandfathers starting businesses of their own. The idea for University Loft was formed in 1984 when Jannetides built a loft configuration for his own dorm room at Southern Illinois University. After graduation, Jannetides built his company from the ground up, furnishing college dorms across the country. University Loft currently serves more than 1,200 colleges, universities and related housing partners.

"I am humbled to be a small part of this university's vision. It is my privilege to support Southeastern University as they grow to meet the future," Jannetides reflected. "To see the quality of bright young people graduating from Southeastern, gives me faith in the forthcoming generation of leaders."

Jannetides believes in the on-campus experience. "This is the best facility that I have seen in my 30 years' experience with 1,200 plus universities. With the curb appeal of tropical paradise, the excellent staff and professors, and the outstanding student body, this is a perfect match for us to get behind."

Jannetides went on to say, "The business college is a great place to present our safe-zone furniture. It has the integration of steel and laminate with a 60-year lifespan. The most important feature is it's upgradable to take category three bullets. If there were an active shooter on campus, the students can lockdown inside the bed's storage unit or the lockers."

"Jannetides' gift represents a perfect partnership between Southeastern University and the donor," said Dr. Brian Carroll, executive vice president. "This type of synergy ensures multiple wins - the university, the donor, the community and most importantly, the students."

The building will last for decades to come as will the furniture inside.



"TO SEE THE QUALITY OF BRIGHT
YOUNG PEOPLE GRADUATING FROM
SOUTHEASTERN, GIVES ME FAITH IN
THE FORTHCOMING GENERATION OF
LEADERS." - JAMES JANNETIDES



JANNETIDES
College of Business &
Entrepreneurial Leadership

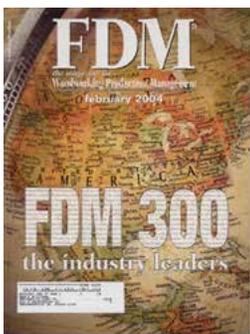


Achievements

Growth 100 Awards 2002, 2003 & 2004 - The Johnson Center for Entrepreneurship & Innovation, part of Indiana University's Kelley School of Business, each year recognizes businesses in Indiana that have a high growth record while using an entrepreneurial approach to their business operation.



"This is the second time that University LOFT Company, based in Indianapolis, has received the Growth 100 award. With a proven record of high growth and demonstrating innovative methods in their business approach, University LOFT Company is again included in this elite group of Indiana's entrepreneurial companies that have had a positive impact on the community by creating job opportunities and bolstering the state's economy."



ULC ranked 127 in FDM 300 - University LOFT Company ranks #127 among 300 industry

leaders according to FDM magazine. Measuring the size of business and revenue, only companies who manufacture domestically are eligible.



University LOFT Company receives the Blue Chip Enterprise Award for its inspirational achievement in business - University LOFT Co. continues

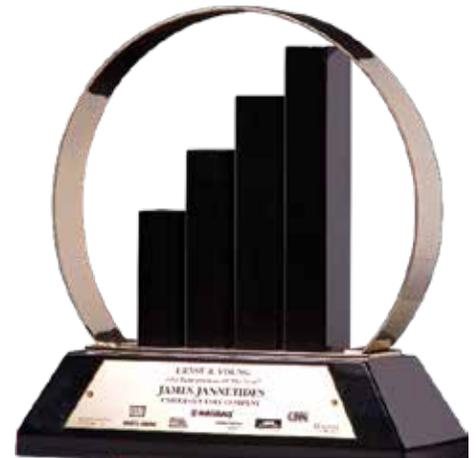
to gain market share every year. In the last year, the company opened a 500,000 square foot warehouse in the enterprise zone of Indianapolis. Jannetides said the company's innovative ideas on product design, material and marketing have set it apart from the competition. Indianapolis Business Journal, 2000.

40 Under 40 - James Jannetides is recognized as a leader in local Indianapolis business community for his accomplishments.



Ernst & Young Entrepreneur of the Year - James

Jannetides and University LOFT Company were recognized as one of Ernst and Young's Entrepreneur's of the Year. In the manufacturing category judged by local business people, investors, and educators James was chosen to receive this prestigious honor.



Professorship of Business Ethics - James Jannetides received a professorship

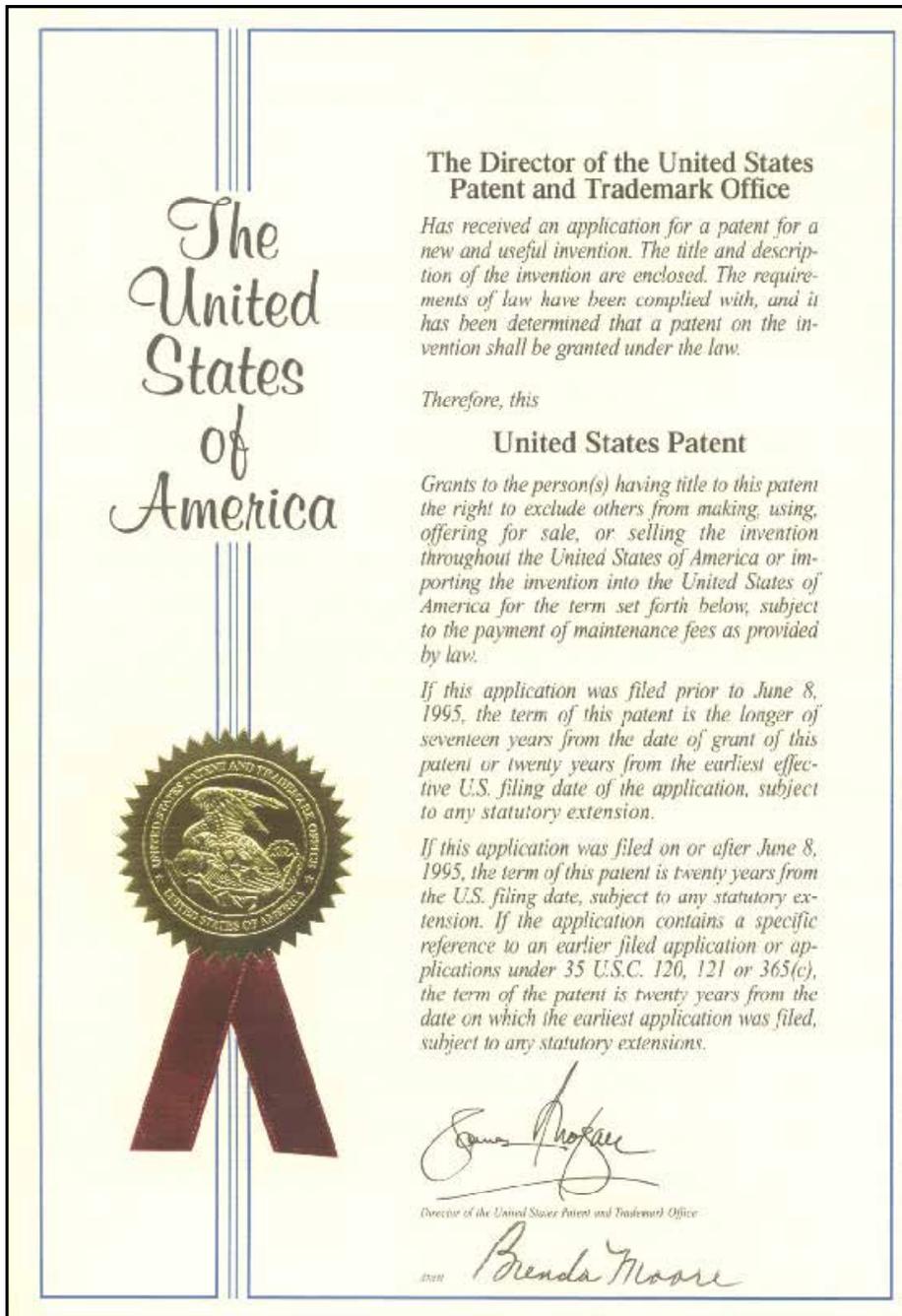


of business ethics from Southern Illinois University. Donating \$100,000 to create a focus on ethics in the business world today,

this professorship will allow for research and teachings to help further this significant issue. "It's an important area in business to me and that's why I chose to do this." James Jannetides

Patents

ULC has added over 20 issued and pending patents to their resume. These include items such as the Triple Lindy Loft, the original design that served as the basis of ULC's business plan.



MULTI-POSITIONABLE BED
6,353,945

FURNITURE PIECE
D725,411

MULTIPLE BED UNIT AND SUB-ASSEMBLY
6,983,494 • 7,089,609

BUNK BED WITH PERPENDICULAR BUNKS
D507,708

KEYBOARD DRAWER WITH SELF-RETRACTING MOUSE PLATFORM
7,568,774

MODULAR MULTIPLE BED UNIT
8,136,183 • 8,650,680

GUARD RAIL FOR A BED
D531,840 • D549,019 • D549,020

LOFT BED
D532,213 • D572,051 • D574,163

FLOOR ROCKER
D677,066 • D697,325

STOOL SEAT
D702,979

COMBINATION FLOOR ROCKER AND STOOL
D675,840

MULTIFUNCTION CHAIR CONVERTIBLE FROM OFFICE CHAIR TO FLOOR ROCKER AND STOOL
8,777,305

CHAIR PALLETIZING METHOD
9,149,122

RECESSED GANGING LOCK AND STORAGE CABINET THEREWITH
8,740,319

LIFT BED WITH UNIFIED LOCKING MECHANISM AND MULTIFUNCTION BRACKET
9,055,823

Trademarks

ULC has registered trademarks for the oval ULC logo as well as "Makers of Cool Furniture".



Our Products - A tradition of quality, a future of unlimited possibilities

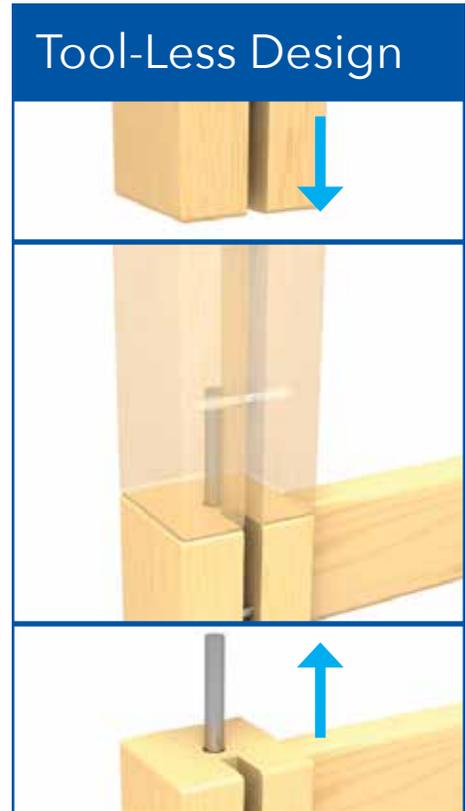
Since ULC began over 31 years ago, we have taken quality to the extreme. Customer satisfaction has always been and will continue to be our number one priority, and we show it through our dedication to quality workmanship.

ULC's beginning was in college and university furnishings, so we have over 31 years of experience manufacturing these products, and our workmanship is second to none. In our wood furniture, we use mortise and tenon joinery, which is one of the oldest and strongest joinery methods in woodworking for angled joints. We also use English Dovetail

joints, which allow for the largest possible drawers, no matter what the design of the furniture.

Our ball-bearing drawer glides provide superior strength and functionality. They have been tested with a 100 pound load in the drawer and then repeatedly opened and closed, so you can be confident that our drawers will stand up to rigorous daily use. We also use high pressure laminate tops to provide a long-lasting surface that stands up to impacts that would damage conventional wood tops.

Our cold-rolled full welding process allows for a strong,



seamless joint between metal components, and provides a clean look.

As ULC has grown as a company, we've added to our superior college furnishings and have used our manufacturing knowledge to provide innovative, high quality products in other markets as well. We are continually striving to improve, as is shown through our retail upholstery. ULC recently introduced new foam coil cushion technology.

The seating is a combination of high-density polyurethane foam and pocketed steel coil inner springs. Each steel coil is encased in its own non-woven fabric pocket, which allows each spring to work independently. These pocketed coils are then joined together to form a coil pack which will be inserted into the



Solid Wood Construction



Replaceable Velcro Upholstery



Mortise and tenon joinery



Cold-rolled full weld steel

foam cushion. The independent coils provide more support and comfort than the typical upholstery seating.

Diversified Testing Labs tested this new technology at 40,000 cycles, or the equivalent of five years of use. This is TWICE as long as the standard testing that our competition uses. Not only did ULC's foam pass the test, but the vinyl showed no wear and there was no seam slippage or thread breaking. This recent testing is just one example of the superior quality offered by ULC that is far above the competition.

In addition to the high quality we provide, our furniture is #1 in safety. Every piece of furniture undergoes rigorous testing and inspections. Each item is inspected multiple times by our quality assurance team before it reaches the customer, to ensure that quality is uncompromised. All office furniture meets and



ULC furniture stands up to 4 tons of pressure in independent strength tests. Our Hevea Brasiliensis wood also tested stronger than Northern Red Oak.

exceeds the BIFMA standards, all furniture has tested negative for lead paint, and all fabrics are fire retardant.

At ULC, we go above and beyond regulations to ensure your safety. Our 3"x3" bed posts, for example, are larger than other manufacturers, providing you with superior compression strength and stability. The four slats included on our bunk beds also provide greater strength than traditional beds and prevent entrapment.

Continuing on with our strong tradition of quality, safety, and innovation, LOFT has branched out into retail, hospitality, big-box, and developer markets. In

years past we were known for our college and university furniture. Now, with our extensive research and development department in-house, we are designing new products all the time. An average of two new products are designed each month, which provides LOFT customers with an abundance of stunning choices for all their furniture needs. Whatever the market, whatever the room, LOFT has furniture that will not only provide beauty and elegance, but that will also stand the test of time. We are always learning, always innovating, always improving...our products, our environment and our service. We are University Loft Company.



FOAM & POCKETED SPRING CUSHIONS

The seating is a combination of high-density polyurethane foam and pocketed steel coil inner-springs. Each steel coil is encased in its own non-woven fabric pocket, which allows each spring to work independently.



BIG BOX



Health & Human Services



Worship



Multi-Purpose



Multi-Family



First Responders



GSA

Steel & Wood

GSA Contract Holder

GS.27F.0022J

CAGE CODE: 0T1P0

SMALL BUSINESS

EUROPE AF BPA: FA5641-17-D-003

NAVY BPA: N00189-11-A-0093

ARMY COE APPROVED



Like our Service Men and Women, our Steel GSA products are ready to go.

- Strongest steel furniture in the market
- Patented Tool-Less Bed assembly
- Thickest gauge steel available
- Patented lockable doors, drawers and desks
- 30 year life on all steel products
- Made from recycled steel and other recycled materials
- Recessed locks for secure storage



WWW.ULOFT.COM

WHAT OUR EMPLOYEES SAY

"The people I deal with on a day to day basis, we hang out outside of work. It's a good relationship, more than just company-based. We hang out with each other's families more than at any place I've worked before, so that's a pretty good feeling I think." - Orlando Ross, ULC Supervisor

"I never look at my watch here, because my day is always filled with so many different learning experiences. When I compare my job at LOFT with my previous jobs, I would say the difference is that I'm never bored and I'm always learning." - Kathy Carlson, Retail/Big Box Manager



OUR SERVICES

MASTER PLANNING

University LOFT Company provides space planning, CAD drawings, and 3D renders in order for schools to make intelligent informed decisions about the furnishings for their housing facilities. LOFT's master plans provided to schools around the country decrease the burden of creating new plans and budgets each year. Inventorying and planning for the future allows the school to go about the service of training our youth instead of spending countless hours worrying over the furniture needs from year to year.

ULC is proud to partner with you to do what we do best - and allow you to do the same.



SHOWROOM

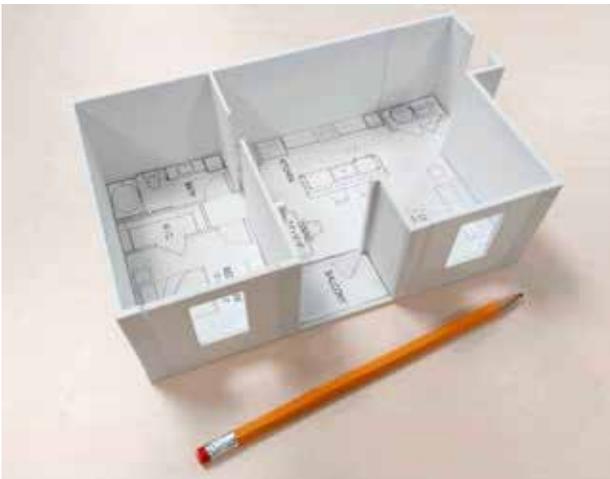
Our showroom features moveable walls. We can setup a custom space for your visit matching your room size requirements. When we add furniture to the space you'll be able to envision what your project will look like.



DESIGN & MARKETING

DESIGN BOARDS

Our media department has a staff available to create design boards that will enhance your project and allow students, constituents and visitors to the university to see the proposed furniture for each project on campus. These boards are tailored to meet the specifications of your project.



3D RENDERS

These drawings are a representation of how our furniture may be placed in your facility. They are a great way to space plan for your new or renovated building. Contact your project manager for details.

3D Renderings of your rooms with our furniture are also possible. You will get a realistic view of the placement and style of the furniture.

Other services available from our media department include: banners, posters, flyers and catalogs.

CAD and drawings are available upon request.



FASTEST TO MARKET



Let our Mobile Showroom Come to You!

Can't quite get that trip to Greenfield, Indiana worked into your busy schedule? No worries. Chances are that we can bring some surprising student furniture samples to you via the University Loft mobile showroom!

While our traveling furniture showcase can't bring you all the product line samples we showcase in our Greenfield showroom, we have equipped our mobile coach with some of our most popular and requested student furnishings.

Inside the coach, you'll find dorm room and student lounge vignettes featuring Uloft's modular, solid-wood student furni-

ture. And to get feedback from students as well as residence life furniture buyers, we can often bring the mobile showroom to campus events like homecomings, student celebrations and ribbon-cutting ceremonies. We'll even bring the grill so students can fill their bellies while getting better acquainted with the many great products from the makers of cool furniture - University Loft Company!

So contact your University Loft student furniture representative to arrange to have our Mobile Showroom at your next campus event. Call us today at 800.423.LOFT (5638) to learn more!



MOBILE SHOWROOM SPECS

- Height: 13' 6"
- Length: 50' 6"
- Width: 10' closed
13' 6" open

FEATURES

- Gas Grill
- Microwave
- Range
- Refrigerator/Freezer
- Awnings for rain/sun cover
- Bathroom/Shower
- TV/DVD



Best in Class Limited Warranty



1 Year
5 Year
10 Year
25 Year

STANDARD WARRANTY CERTIFICATE

WE CARE WARRANTY PROGRAM

Under the **We Care Warranty** Program, University LOFT Company can provide a biannual inspection of your furniture by our qualified installation and repair team. These inspections can be a useful tool for your facilities department in maintenance and upkeep. Our team can also be scheduled to do maintenance repairs on site due to normal wear and tear. Ask your sales representative for information on this valuable addition to your furniture order.

UNIVERSITY LOFT COMPANY CERTIFICATE OF WARRANTY

University Loft Company warrants to the original retail purchaser all frames and reclining mechanisms, in its original upholstery fabric under normal use and conditions to be free from manufacturing defects for one (1) year.

The seat cushion foam and filling materials are warranted against defective material or workmanship for a period of one (1) year from the date of original purchase. During that time, University Loft Company will provide a replacement for the defective part, and labor, shipping and handling charges are covered for the one (1) year period. All foam and filling composites naturally soften with use. This softening does not constitute a defect under the warranty.

University Loft Company warrants to the original retail purchaser the upholstery fabric and leather for one year against wear under conditions of normal care and use. (However, this warranty does not cover fading, pilling, shrinking, colorfastness, commercial dye lot variations, or wrinkling and is not valid where there is evidence of heavy soiling.)

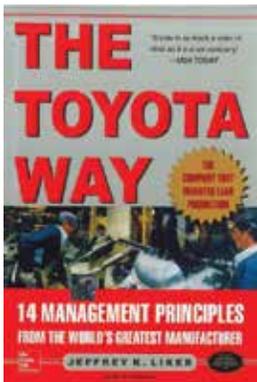
IMPORTANT FEATURES:

- CAD -Computer Aided Designed frame construction ensures consistent and sturdier upholstered furniture.
- Solid hardwood spring rails with machine positioned spring clips in seats and backs provide seating comfort and stability.
- Heavy 8 1/2 gauge steel springs in the seat provides strength and flexibility, while 11-gauge steel springs or webbing in the back ensures lasting comfort.
- Wood screws secure the seat spring rails to the frame body which gives lasting support to the seating system.
- Fiber-wrapped 1.8 high density cushion foam provides seating comfort and lasting durability, and all foam is purchased to comply with California TB117 flammability regulations.
- Cleaning Code: S. Clean only with dry cleaning solvent. Do not saturate. Do not use water; Pile fabrics may require brushing to restore appearance. Cushion covers should not be removed and dry cleaned.

WARRANTY HANG TAG

Long-Term Investments Sales Training

We hold several training seminars each year. Our sales force arrives from all regions for specialized training in all aspects of our company at our Greenfield facility. Military, Retail, Developer and College Direct sales team members meet for several days of product updates, new product information, sales process review, new sales tools and guides, market updates, policy and procedure changes, as well as attending seminars such as "Get Motivated", in which they heard speakers such as Zig Ziglar, former New York Mayor Rudy Giuliani, and football great Peyton Manning. Our President, James Jannetides spends several hours speaking to the sales team and sharing his enthusiasm on his vision and knowledge. It is a great time for team members to share their insights with each other and discuss upcoming trade shows and past sales experiences.



The Toyota Way Book Club

University Loft Company regularly holds chapter by chapter book club meetings for all employees who wish to better educate themselves of the **14 Management Principles** taught in *The Toyota Way*.

Customer Training



When a customer visits our facility we spend time training them on the best construction methods and wood sources that are available. Our customers leave feeling empowered to make decisions on their furniture purchases based on seeing firsthand the importance of the construction processes and how they affect the longevity of their products.

We provide extensive training for our employees in every area. Our manufacturing based software training program is extensive and requires over 40 hours of completion with certified instructors.



72 Hour or Free Quick Ship Inventory

Because of our quick ship program we are able to handle many customers' last minute needs each summer. Universities experience an influx of students in the fall and enrollment skyrockets. Not a bad problem to have - but when it comes to needing to double and triple up rooms, there can be a real problem. Where will they sleep? University LOFT Company has committed to keeping a safety stock of inventory on hand for your immediate needs, to make your life easier. Our product is available for quick ship within 72 hours.



STANDARD PRODUCT AVAILABLE

- Desks
- Chests
- Beds
- Chairs
- Wardrobes



Public Sale

Retail Outlet Store for Furniture. Take a look at our latest products and give us a call about how we can help meet your needs. We'd love to work with you on your latest projects, give you a tour of one of our showrooms, or answer any questions you may have. We are always learning, always innovating, always improving our environment, our products, and our service. We are University Loft Company.

Recycling

University LOFT Company rejects product components that do not meet our stringent quality inspections. These products are reclaimed and repurposed to build items for our sample room and components of our standard items. No wood is wasted at any of our facilities. Any wood that cannot be used at the Indianapolis facility is sent to the upholstery plant for use in our solid hard wood frame construction. We also reuse our cardboard and ply container boxes, and pallets.



Succession

If anything should happen to incapacitate James Jannetides, the CEO, then Jeff Carlson, Vice President of Sales would assume the role of CEO. Every department has contingency plans for succession. Cross training is a part of every department.

Disaster Recovery Plan

Several Plans are in place or have been utilized in the event some type of disaster happens that affects our ability to service our customers. One particular disaster happened September 1, 2003, when heavy rains caused our building to flood. In this case, the President, Vice President of Operations, Plant Manager, Assistant Plant Manager and the Administrative Assistant to the President all responded to the disaster and were on scene until we had control of the water coming into the building. The next day we ceased operating the facility in our normal manner and all employees, salaried as well as hourly, were assigned specific tasks to minimize damage to product, computers, carpeting and other office equipment. Within three days we had all the water out of the building and were inspecting and segregating product that had sustained damage. We inspected 100 percent of all product suspected of water damage and repackaged the good product in new cartons. After we had recovered from this incident, we made several physical changes to drains on the building that would prevent this from happening again.

More general plans, processes, suppliers and material backups are in place in the event something happens affecting our ability to service our customers. These are as follows:

- We carry spare critical parts for our major woodworking equipment in the event it goes down.
- We have backup equipment for our air compressor, panel saw, routers, table saws, finish line, sanders, boring machine and dovetailers. Should any one of these pieces go down we have the capability to make the part, but not as labor efficient.
- Two backup woodworking vendors are located within an hours drive of our facility.
- We have multiple sources for laminate tops.
- 30,000 square feet of our facility are currently being utilized to store raw materials we may need in emergencies. Some of the items in this area are side panel, drawers, doors, frames, wood tops, odd size laminate tops and purchased dimension stock.
- We have a huge supply of drawer glides available.
- We have multiple finish material suppliers.
- A carton supplier can turn orders for us in 24 hours if needed.
- Multiple sources are available for nearly all our purchased items.
- We are currently developing three more sources for our wood, plywood and lumber needs. All are within a 2 1/2 hour drive of Indianapolis.
- We have a backup plant in Tennessee that has the same capabilities we have.
- ULC has a total of over 200 years of woodworking experience who can handle any emergency regarding delivering a quality product to our customers.
- Most importantly, we have EXPERIENCED DEPENDABLE people in place who can handle the emergency.

Information Technology

- Multimedia catalog functionality via the internet, with search capabilities
- University specific pricing and contract terms
- Itemized cost center/ group/organization usage reports
- Various authorization levels for order placement
- Ordering system security features
- Text and picture electronic catalogs
- Electronic purchasing capabilities, including e-commerce, through the use of electronic product catalog-based order management system, with real-time access to product and pricing information, web-based with no local or network based software equipment
- Secured access for university users
- E-mail notification within security hierarchy
- Functionality for the campus departments to enter receiving information to system
- Use Salesforce software to organize the company's sales efforts



Web Design

Our website provides our customers an avenue that they can utilize to see our latest product lines and upcoming additions to each series. It has an abundance of information such as testing data, reference information product pictures, and ideas for product configurations. You can even request a quote in our online quote builder. Take a moment and visit to www.uloft.com to see more. Our team of media designers is always updating the site with the most current information and furniture trends to help you make your purchasing decisions.





J² Trucking

Operating as J. Squared Trucking, ULC has a fleet of trucks that are available for emergency shipments. Our freight services range from LTL's (less than full truckloads) to container load shipments that travel overseas to places like Okinawa, Japan. Domestically we work with more than 40 carriers to ensure that our deliveries are on time and undamaged. The increasing market share we have allows us to negotiate the best rates for our customer.

- Electronic notifiers, and internet tracking available to let you know at every step where your furniture is - we are at the head of the pack in information technology.
- 72 hour quick ship or FREE program
- Trailer drop ahead available
- Licensed carrier

Orders are picked and staged up to 2 weeks ahead of time in order to ensure all deliveries are made on time. Also, unless otherwise specified all orders will be delivered to sites 90-120 days ARO.

Installation

Our Installation service team provides installation services both to domestic and international customers. Our teams handle multiple projects and can complete variety of your installation service needs. From delivery to final walk through, we strive on ensuring our customers 100 percent satisfaction.

Teams work on College/University, off campus housing, hotel, and government projects.

Upon request and for additional cost we provide removal, repair, and prevailing wage/union teams.





THE PLAN

ULC REMAINS COMMITTED TO USING SOLID WOOD THAT IS ENVIRONMENTALLY FRIENDLY

At University Loft, we've made a conscious and strategic decision to do what we can to help preserve our environment. We feel certain that if we do not protect the environment, we will have nothing for future generations to inherit. And as a manufacturer, we know that we must guard our natural resources even as we maximize our production capabilities. With this in mind, ULC uses environmentally farmed timbers in our furniture production so we do not contribute to deforestation.

Why is this important? Worldwide, more than 3/4 of the planet's original primary forests have already been destroyed or degraded. Still, irresponsible transnational corporations continue to engage in destructive logging for wood and paper production.

Worldwide, forests are under attack due to harvesting practices widely used by logging industries. Deforestation and the destruction of the environment has become an enormous problem. That's why, in 1998 with Executive Order 13-101, President Clinton mandated that Federal agencies use any resources available to them to "green" the government. At University Loft Company, we recognize the urgency of this issue and support environmentally responsible efforts at all levels.

THE MANY ADVANTAGES OF UNIVERSITY LOFT'S ENVIRONMENTALLY FARMED TIMBER

At ULC, we know that our customers expect only the best from us. That's why - in support of our environmental commitment - we use **Hevea Brasiliensis (HB)**, an eco-friendly species of tree we refer to as Environmentally Farmed Timber, or EFT. University Loft Company purchases HB from farms certified by The Malaysian Timber Council and from the SCS Forest Management Program endorsed by the Forest Stewardship Council which ensures farm quality, land management, and work practices. Classified as a hardwood, HB has been proven stronger than Northern Red Oak in independent lab testing.

Another benefit of HB is that when finished, it looks virtually identical to natural

oak. With mostly straight grain with few concentric markings, it's an attractive and durable solid wood furniture material.

HB is also the environmentally responsible choice. During its growth cycle, HB produces a natural form of latex that is tapped from its trunk to be used in the production of rubber. Hevea Brasiliensis is a managed crop. It is laid out in sectors and harvested on a 20-year plan. When HB trees are 3 to 4 years old, they are tapped for latex. This latex is used to produce tires, surgical gloves, and other rubber products. In the past, HB trees that had exhausted their latex supply were burned or left to rot. In time, however, it was discovered that HB could be dried to a hardwood suitable for furniture production. With virtually no timber waste after years of productive latex tapping, HB is indeed an eco-friendly Environmentally Farmed Timber. Hevea Brasiliensis produces latex for 20 years, after which it is cut down for timber use. Since the late 1800's, HB trees have been farmed, grown for their rubber and then harvested for timber.

HARDWOOD HEVEA BRASILIENSIS PROVEN STRONGER THAN OAK IN LAB TEST

Northern Red Oak is often considered the standard for strength and durability in furniture production. But at University Loft, we've found an alternative that's been proven stronger than oak in independent laboratory testing.

In one such test, the "screw pull" test, HB broke at 160 lbs. of pressure while Northern Red Oak snapped under 140 lbs. of pressure. This test and others have shown time and again that HB is a superior material for furniture manufacturing.

HB TREES HAVE THE 3-TO-1 ENVIRONMENTAL ADVANTAGE OVER OAK

HB trees take 20 years to grow to harvestable maturity. Oak trees take 60 years. In other words, 3 Hevea Brasiliensis trees can be grown and harvested in the time it takes for one oak tree to be ready to be milled. This 3-to-1 HB advantage demonstrates the sustainability of this natural resource.

Although many logging companies have begun using responsible forestry management practices, this typically only includes planting additional oak seedlings for every full-grown tree cut down. This is a good start as a hedge against deforestation, but it will still take at least 60 years for each of these trees to reach a harvestable diameter. In that same time frame, 3 full-size HB trees can be harvested for furniture production by University Loft. Because of this, we believe our use of this Environmentally Farmed Timber is the eco-responsible way to supply our furniture production without depleting the world's forests.



"ULC uses environmentally farmed timbers in our furniture production so we do not contribute to deforestation"

UNIVERSITY LOFT'S GREEN PLAN

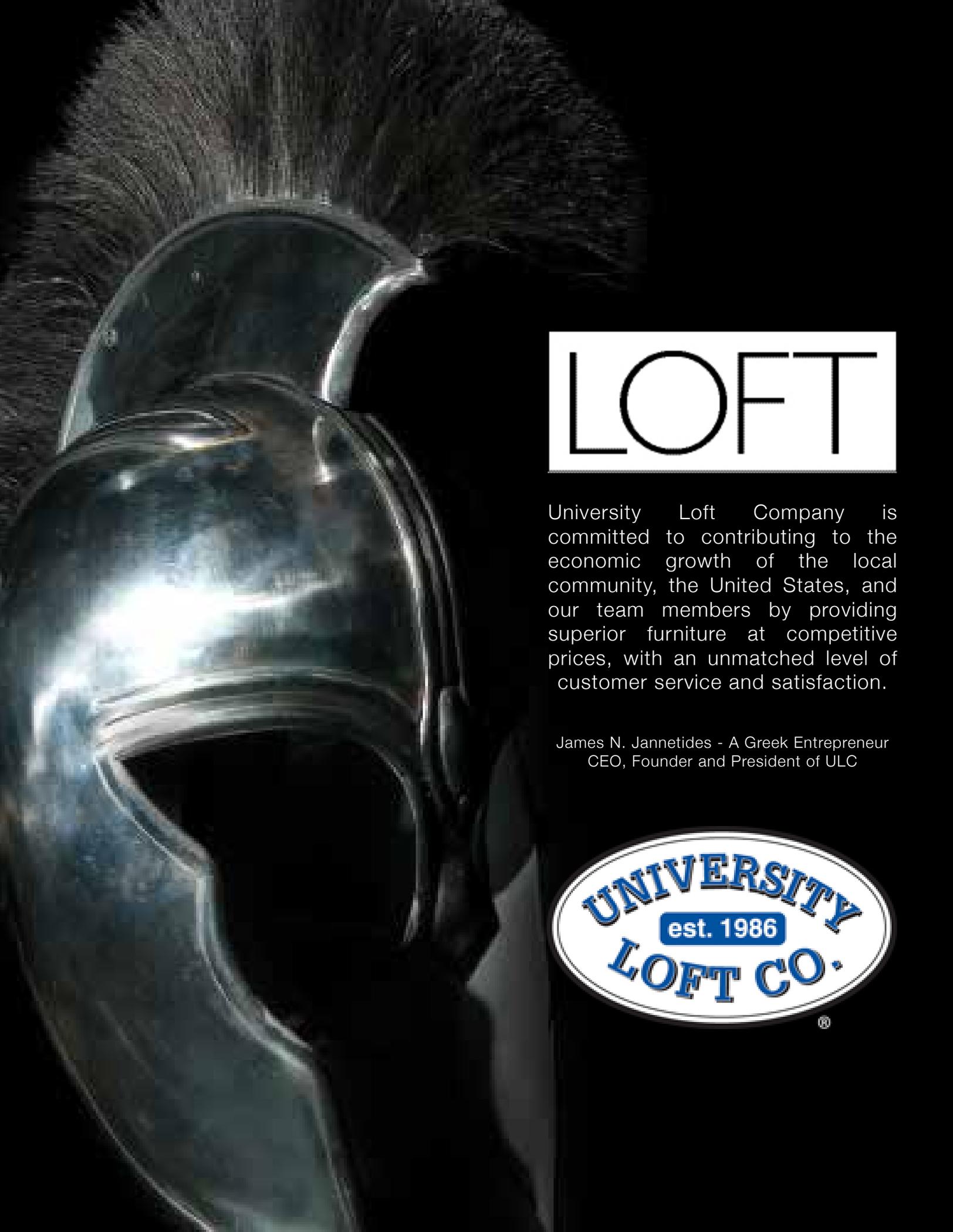
To maintain commitment and focus in our environmental initiatives, ULC utilizes a Green Plan. A Green Plan is a resource the Greenpeace organization defines as containing long-term environmental strategies that ensure a high quality of life for present and future generations.

Any good Green Plan must be long-term and comprehensive; and it will clarify environmental goals and translate them into specific actions. Green plans consider not only environmental, but also economic conditions.

Under the direction of ULC's President and CEO James Jannetides, University Loft Company was an early adopter of green initiatives. In January 1999, Jannetides drove the company to become a model for all businesses in caring responsibly for the environment, now and for future generations.

The true and continuing effect of this initiative is that it changes how businesses purchase products. Working cooperatively, businesses find new ways of sharing "green" knowledge and best practices while involving an ever-increasing number of employees, suppliers and clients. By purchasing furniture of environmentally sound material produced in a sustainable and eco-friendly manner - from an eco-conscious producer like University Loft Company - customers can help support a healthier global environment.





LOFT

University Loft Company is committed to contributing to the economic growth of the local community, the United States, and our team members by providing superior furniture at competitive prices, with an unmatched level of customer service and satisfaction.

James N. Jannetides - A Greek Entrepreneur
CEO, Founder and President of ULC

