

# Ethan Allen Investors Conference

Tuesday, September 13, 2005

## **10:00 - 11:15 Management Presentations**

**Farooq Kathwari** - Chairman & CEO

**Nora Murphy** - VP of Style

**Kelly Bean** - VP of Advertising

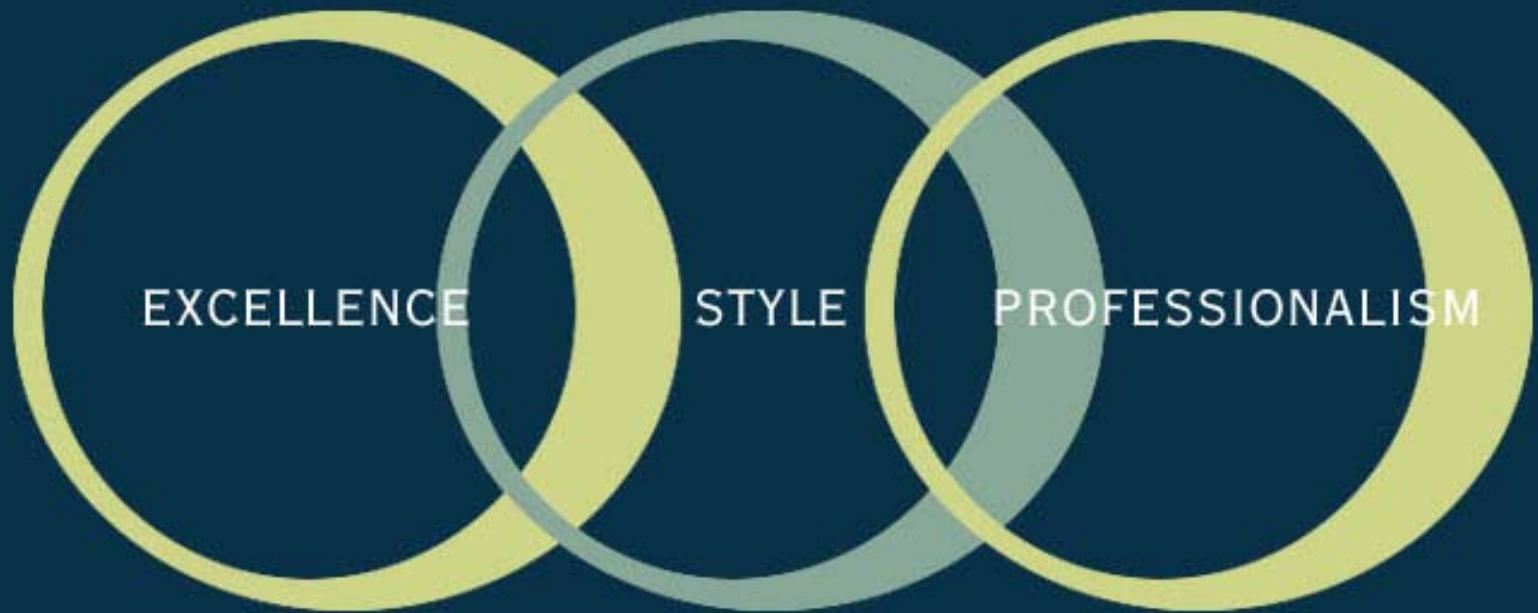
**Corey Whitely** - Executive VP of Operations

**Ed Teplitz** - Executive VP of Retail

## **11:15 - 12:15 Break for Store Tour**

## **12:15 - 1:30 Questions and Answers**

# 2005 Annual Investors Conference



ETHAN ALLEN<sup>®</sup> redefined  
realizing potential through innovation

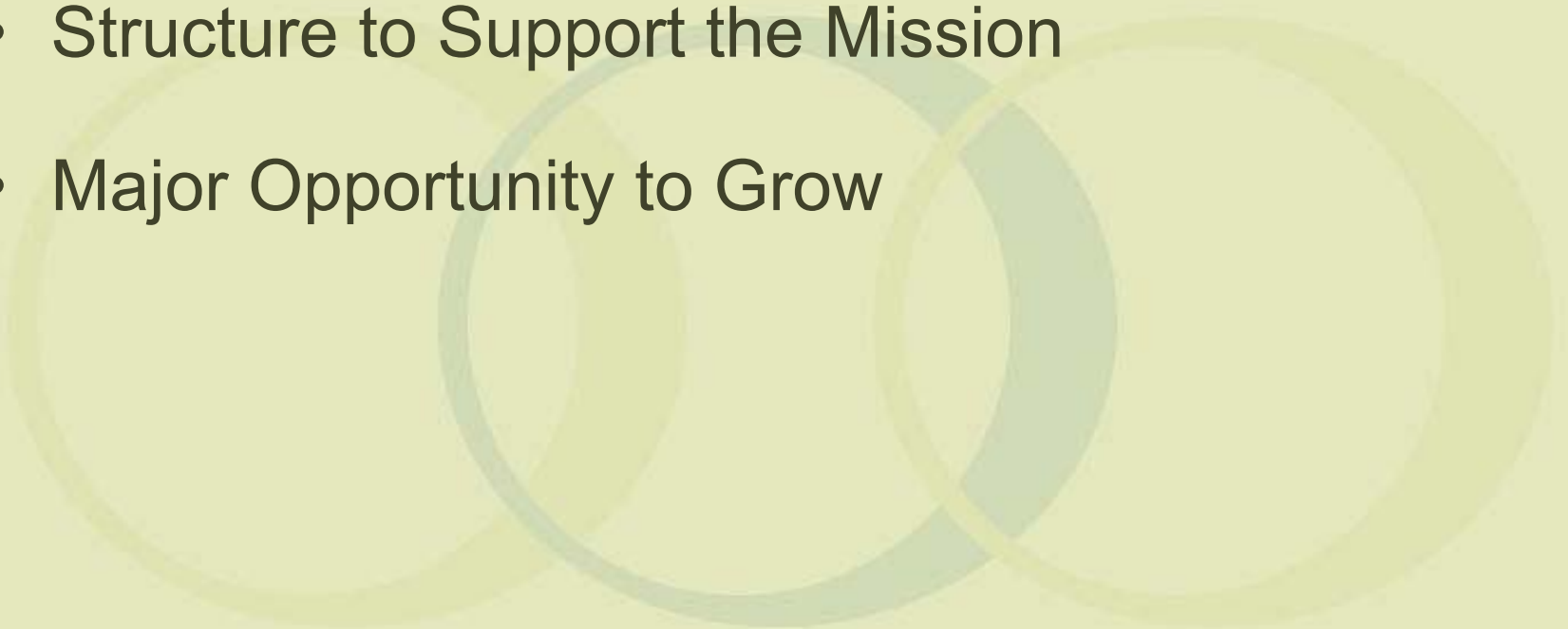
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# Farooq Kathwari

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# Positioned for Growth

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- Clarity in Mission
  - Structure to Support the Mission
  - Major Opportunity to Grow
- 

# Clarity in Mission

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- Solutions
  - Excellence
  - Project One Brand
  - Credibility
- 

# Structure to Support Mission

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- Leadership in Style
- National Network of Branded Stores
- Logistics Base at Wholesale and Retail
- Leadership Structure
- Communications Strategy

# Fiscal 05 Financial Performance

	FISCAL '05	FISCAL '04*
<b>Sales</b>	<b>\$949.0</b>	<b>\$955.1</b>
<b>Gross Margin</b>	<b>48.6%</b>	<b>48.3%</b>
<b>Operating Margin</b>	<b>13.6%</b>	<b>14.5%</b>
<b>Net Income</b>	<b>\$79.3</b>	<b>\$87.2</b>
<b>EPS</b>	<b>\$2.19</b>	<b>\$2.28</b>

\* '04 restated / ex-restructure

# Fiscal 05 Financial Performance

	FISCAL '05	FISCAL '04*
<b>Wholesale Sales</b>	<b>\$663.2</b>	<b>\$673.8</b>
<b>Wholesale Operating Margin</b>	<b>17.5%</b>	<b>17.9%</b>
<b>Retail Sales</b>	<b>\$586.2</b>	<b>\$576.2</b>
<b>Retail Operating Margin</b>	<b>2.2%</b>	<b>2.0%</b>

\* '04 restated / ex-restructure



# Fiscal 05 Financial Performance

	FISCAL '05	FISCAL '04
<b>Operating Cash</b>	<b>\$103.3</b>	<b>\$126.0</b>
<b>Shares Repurchased</b> (open market)	<b>2,410,400</b>	<b>1,044,445</b>
<b>Dividends Paid:</b>		
<b>Special</b>	<b>--</b>	<b>\$111.4</b>
<b>Regular</b>	<b>\$19.6</b>	<b>\$14.4</b>
<b>Inventory</b>	<b>\$186.5</b>	<b>\$186.9</b>
<b>Capital Expenditures</b>	<b>\$30.3</b>	<b>\$23.5</b>
<b>Acquisitions</b>	<b>\$4.1</b>	<b>\$1.4</b>

\* '04 restated / ex-restructure

# Opportunity to Grow

## MSAs:

<b>Retail Stores in MSAs</b>	<b>282 Stores</b>
<b>FY2005 Estimated Retail Written</b>	<b>\$1,169,691,279</b>
<b>Estimated Average HHL \$ Penetration</b>	<b>\$26</b>
<b>Range of HHL \$ Penetration by Store</b>	<b>\$6 to \$148</b>
<b>Potential @\$75 Per HHL</b>	<b>\$3,355,380,375</b>
<b>Potential @\$100 Per HHL</b>	<b>\$4,473,840,500</b>

# Solutions for Growth

## New York Area

Retail Stores in Group	27
Total \$50K+ HHLDS	3,225,779
FY 2005 Projected Retail Written	\$211,927,140
Est. Average HHLD Penetration	\$66
Range of HHLD \$ Penetration	\$12 to \$154
Potential @\$50 Per HHLD	\$161,288,950
Potential @\$75 Per HHLD	\$241,933,425
Potential @100 Per HHLD	\$322,577,900

\*Results are based on stores that participate in coordinated advertising group

- Stores in the right location
- Market well-covered (27 stores)
- Experienced senior management
- Hands-on Independent Retailers with long EA association
- Market coordinated for 10+ years
- Strong media mix with continued investment

# Opportunity to Grow

## Boston Area

Retail Stores in Group	11
Total \$50K+ HHLDS	1,134,057
FY 2005 Est. Retail Written	\$46,266,006
Est.Average HHL D Penetration	\$41
Range of HHL D \$ Penetration	\$23 to 63
Potential @\$50 Per HHL D	\$56,702,850
Potential @\$75 Per HHL D	\$85,054,275
Potential @100 Per HHL D	\$113,405,700

\*Results are based on stores that participate in coordinated advertising group

- Acquired 3 stores from independent retailer in 1993
- Opened 3 new stores, relocated 1 store, closed 2 stores
- Market now well-covered
- Strong retail division mgt.
- Began consistent coordinated advertising in 2000
- Increased advertising expenditure for FY06
- Strong media mix, including local TV

# Opportunity to Grow

## Washington D.C./Baltimore Area

Retail Stores in Group	9
Total \$50K+ HHLDS	1,661,770
FY 2005 Projected Retail Written	\$65,040,423
Est. Average HHLD Penetration	\$39
Range of HHLD \$ Penetration	\$11 to 82
Potential @\$50 Per HHLD	\$83,088,500
Potential @\$75 Per HHLD	\$124,632,750
Potential @\$100 Per HHLD	\$166,177,000

\*Results are based on stores that participate in coordinated advertising group

- In last 5 years:
  - Relocated 1 store
  - Opened 2 new stores
- Market now well-covered (9 stores)
- Strong retail division management
- Hands-on independent retailers
- Began fully-coordinated advertising in 2005
- Strong media mix, including local TV

# Opportunity to Grow

## Chicago Area

Retail Stores in Group	9
Total \$50K+ HHLDS	1,518,841
FY 2005 Projected Retail Written	\$31,595,440
Est. Average HHL D Penetration	\$21
Range of HHL D \$ Penetration	\$13 to 33
Potential @\$50 Per HHL D	\$75,942,050
Potential @\$75 Per HHL D	\$113,913,075
Potential @\$100 Per HHL D	\$151,884,100

\*Results are based on stores that participate in coordinated advertising group

- Acquired 6 stores from independent retailer in 2002
- Relocation of 2 stores in 2005
- Planned relocation of 2 stores in 2006-2007
- Planned opening of new store in 2006
- Strengthening of retail division mgt.
- Focused efforts on growing independent retailer business
- Significantly increased coordinated advertising spending in 2006

# Opportunity to Grow

## Dallas, TX Area

Retail Stores in Group	6
<small>*includes Mesquite - closed in FY06</small>	
Total \$50K+ HHLDS	897,537
FY 2005 Projected Retail Written	\$16,620,718
Est. Average HHLD Penetration	\$19
Range of HHLD \$ Penetration	\$11 to 27
Potential @\$50 Per HHLD	\$44,876,850
Potential @\$75 Per HHLD	\$67,315,275
Potential @100 Per HHLD	\$89,753,700

\*Results are based on stores that participate in coordinated advertising group

- Market is under-stored (5 locations)
- Store locations are now stabilizing, after period of flux:
  - 3 stores closed
  - 3 changed ownership
  - 2 relocations
  - 2 new opened
- Store management recently strengthened
- Evaluating new store opportunities

# Leadership in Style

- Quality - Details - Value
- Focus on Lifestyles:
  - American/English
  - European Classics
  - Country
  - Contemporary/Modern
  - Casual
- 70% of product new in 3 years
- Projection of Style





Tuscany April 2003







Newport July 2004



Horizons by Ethan Allen  
February 2005



New Impressions  
January 2005



Tango April 2005





Maison July 2005

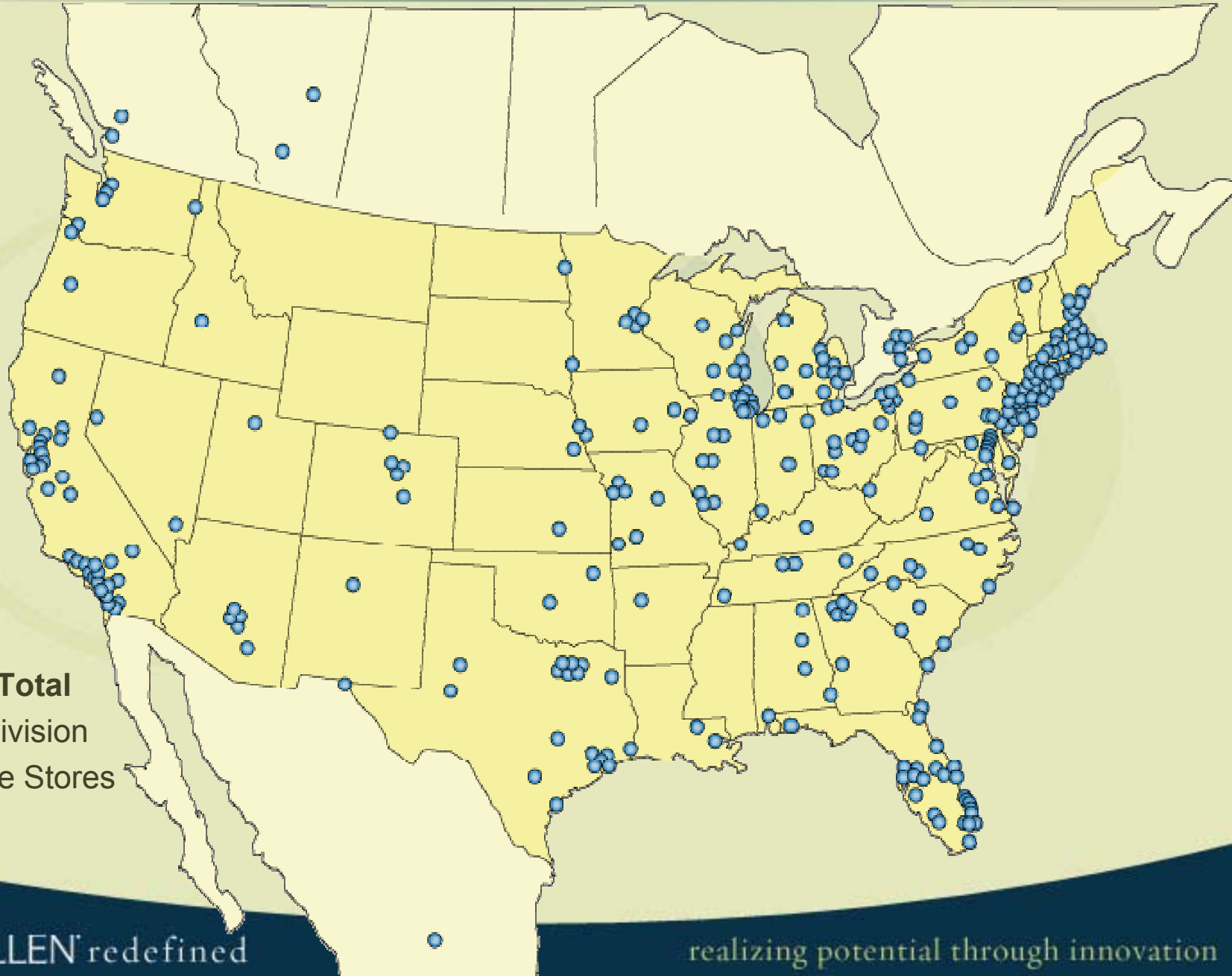




Maison July 2005



# National Network of Branded Stores



**313 Stores Total**  
126 Retail Division  
187 Licensee Stores

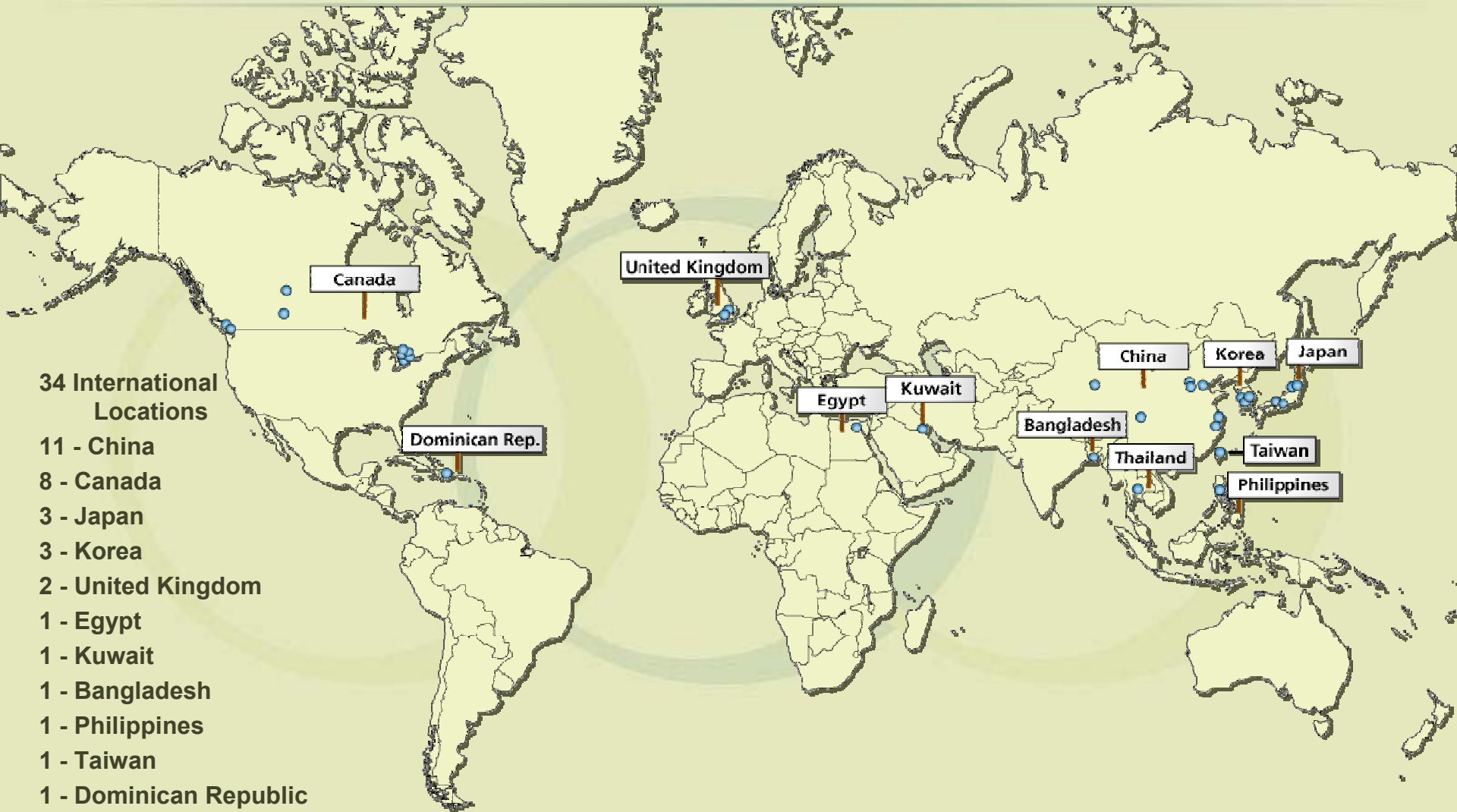
ETHAN ALLEN' redefined

realizing potential through innovation

# Growing International Network

## 34 International Locations

- 11 - China
- 8 - Canada
- 3 - Japan
- 3 - Korea
- 2 - United Kingdom
- 1 - Egypt
- 1 - Kuwait
- 1 - Bangladesh
- 1 - Philippines
- 1 - Taiwan
- 1 - Dominican Republic
- 1 - Thailand (10/2005)



# Store Relocations in Fiscal '04

Market	Relocation Date	Written Sales (in millions)			Pre F'03 / Post F'05 % of Change
		F'03	F'04	F'05	
Lexington, KY	Nov '03	2.7	3.0	3.4	22%
Natick, MA	Nov '03	9.5	11.0	11.8	20%
Ventura, CA	Apr '04	4.4	5.3	5.3	17%
Avon/North Olmstead, OH	May '04	2.2	2.1	3.2	32%

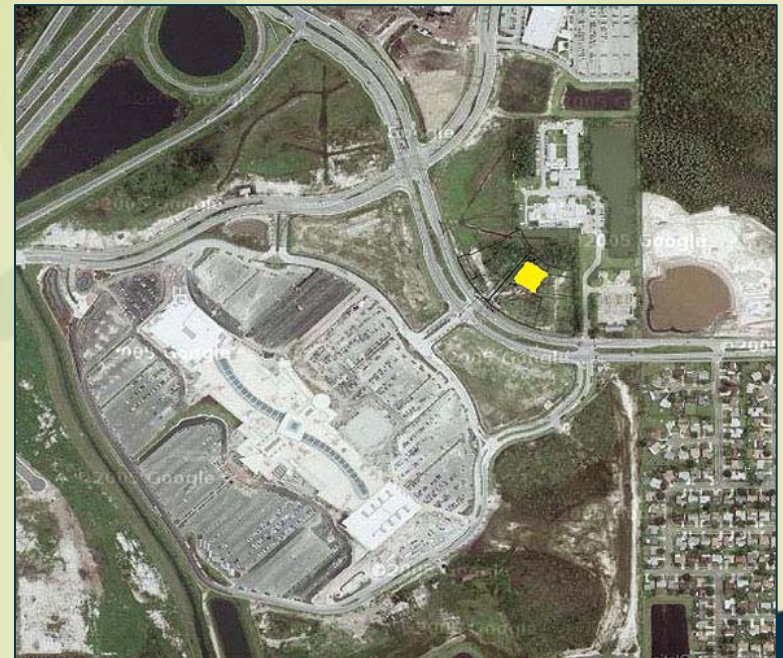
F'03 Before Relocation

F'04 Effect of Closing and Opening Promotions

F'05 After Relocation - First year of Everyday Pricing

# Orlando, Florida

- Relocated August 2004
- Original Store - Wrote \$3.2 to \$3.4 million/year
- Millenium Store - January to June 2005 wrote \$3.1 million on track to write \$6 million this year
- Traffic for Jan/Mar up 67%



# Reno, Nevada

- Relocated March 2005
- Original Store - April to June 2004 wrote \$1.1 million
- Relocated Store - April to June 2005 wrote \$1.5 million
- Written Sales up 43%





# Store Relocations - Transition Year Growth

<b>Market</b>	<b>Relocated Store Opened</b>	<b>F'04 (written sales in millions)</b>	<b>F'05</b>	<b>% of Change</b>
Houston, TX	Sept 04	3.6	6.2	30%
Wheaton to Naperville, IL	Dec 04	3.9	6.4	20%
Countryside to Lombard, IL	Jan 05	2.5	3.9	37%
Springfield to Arlington, VA	Feb 05	2.8	3.3	14%

\* Transition year includes closing and opening impact

# Fiscal 2005 Store Openings



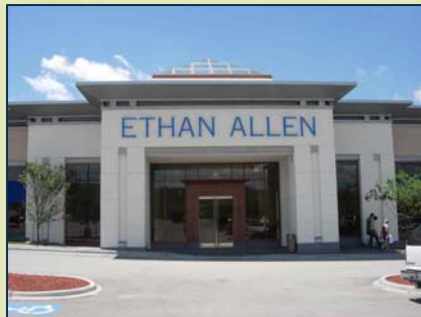
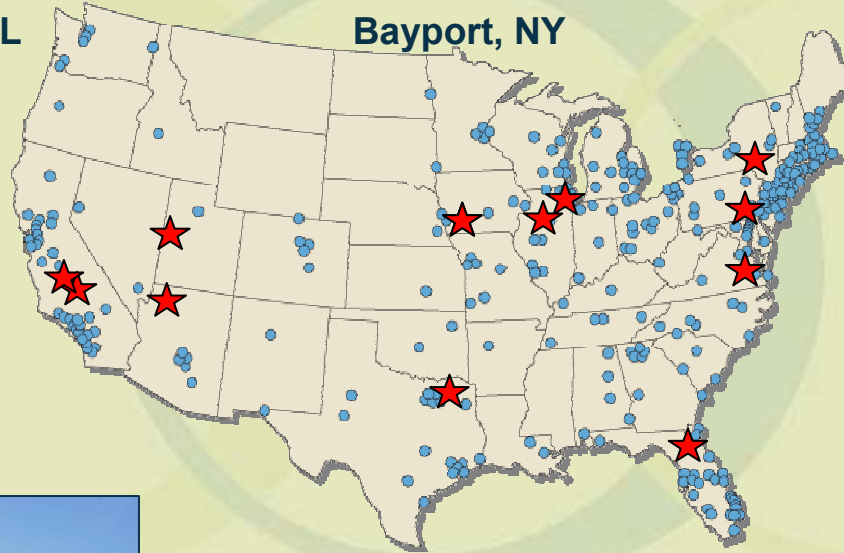
**Naperville, IL**



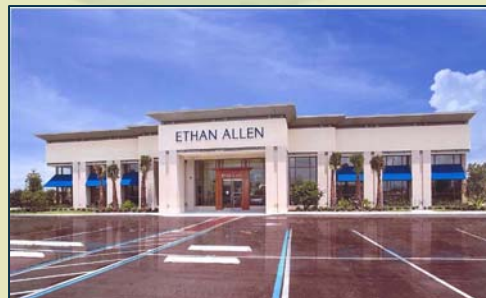
**Bayport, NY**



**Phoenix, AZ**



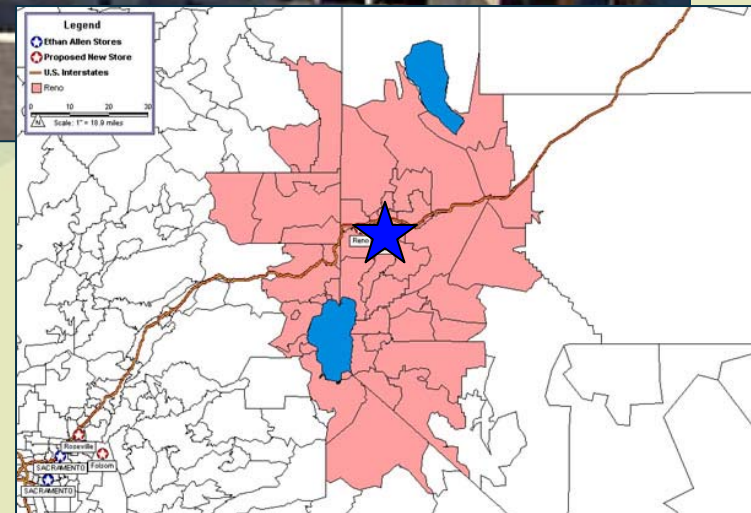
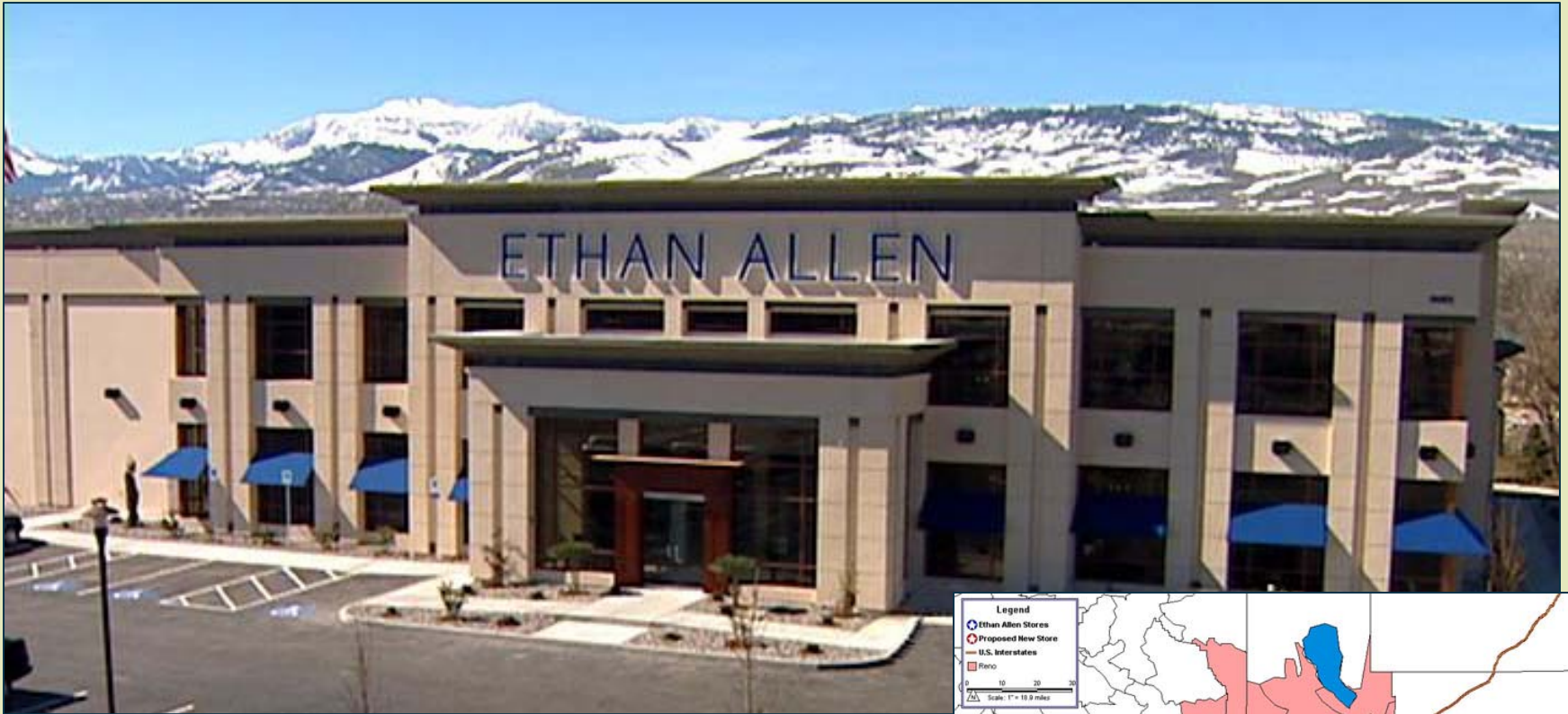
**Kansas City, MO**



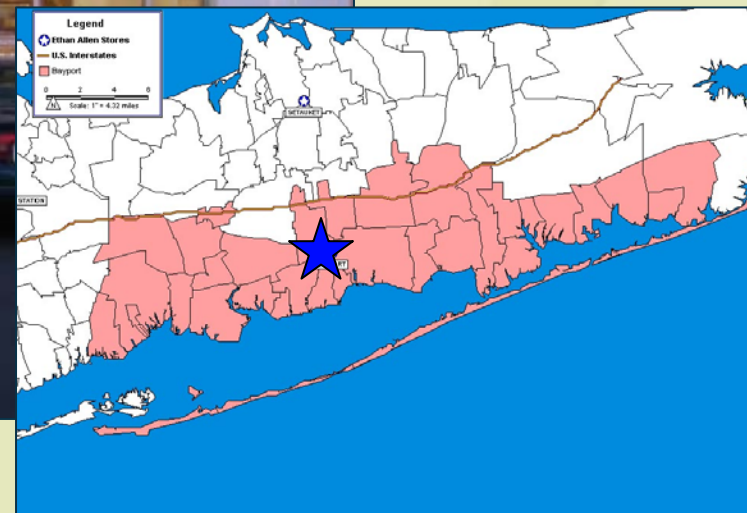
**Orlando, FL**

- Bayport, NY - Jul 04
- Hangzhou, China - Aug 04
- Chengdu, China - Aug 04
- Busan, Korea - Aug 04
- Orlando, FL - Aug 04
- St George, UT - Sep 04
- Houston, TX - Sep 04
- Soho (Beijing), China - Oct 04
- Palm Desert, CA - Nov 04
- Naperville, IL - Dec 04
- Taipei City, Taiwan - Dec 04
- Lombard, IL - Jan 05
- Arlington, VA - Jan 05
- Beijing, China - Apr 05
- Reno, NV - Mar 05
- Dalian, China - Mar 05
- Shanghai, China - Mar 05
- Phoenix, AZ - May 05
- Kansas City, MO - May 05
- San Jose, CA - Jun 05
- Sarasota, FL - Jun 05

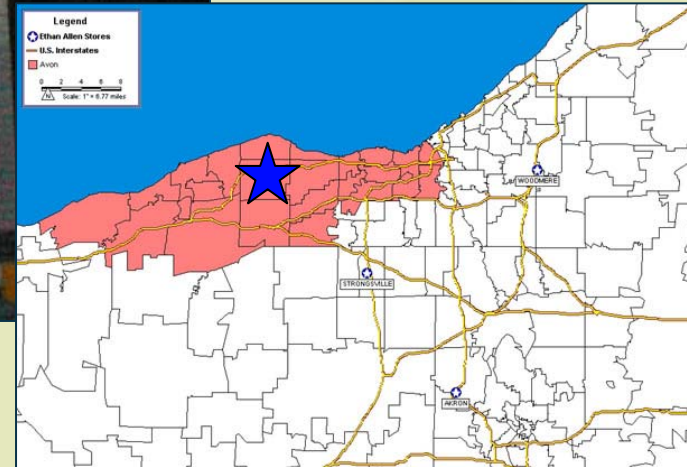
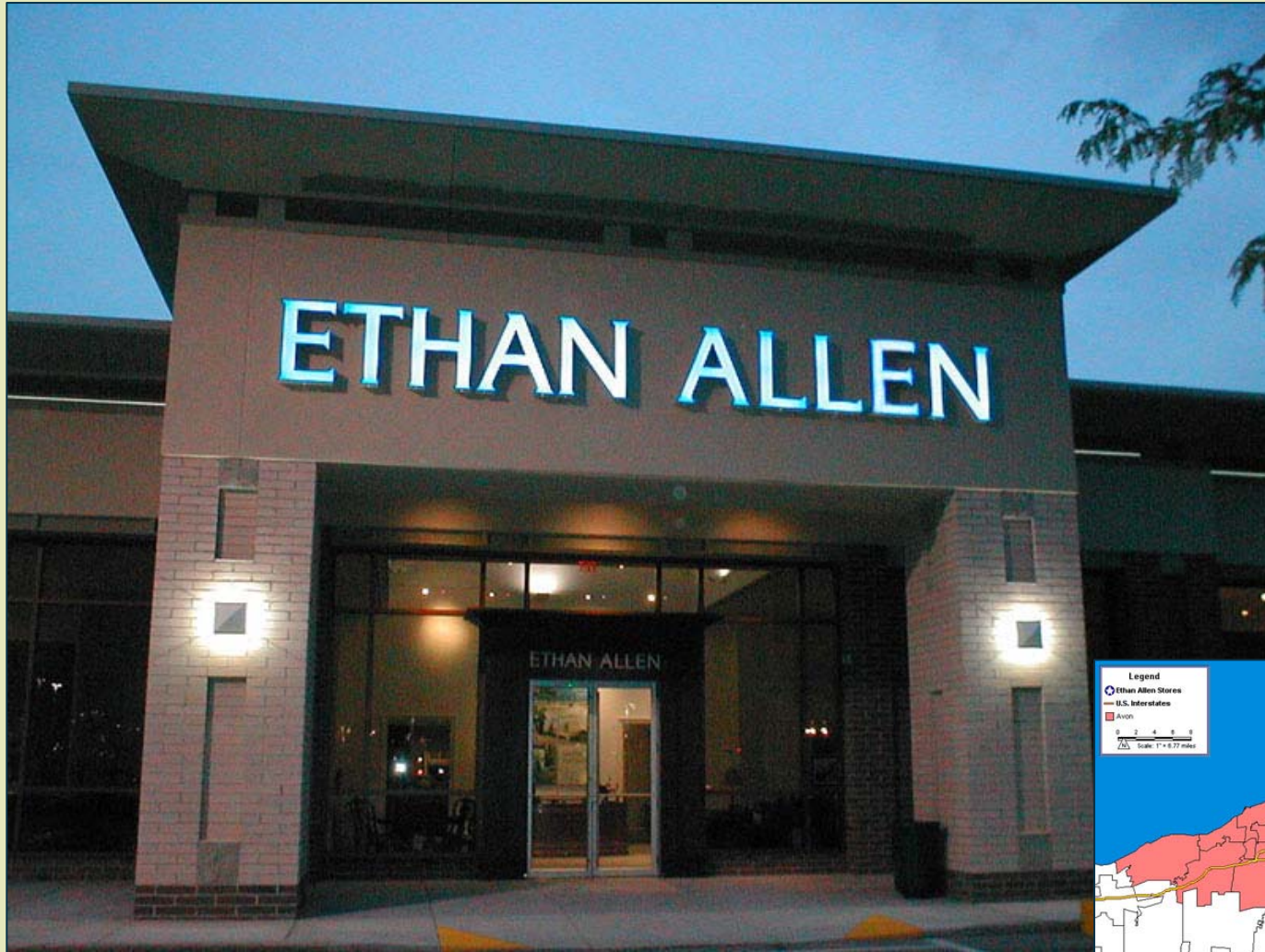
# Reno, Nevada



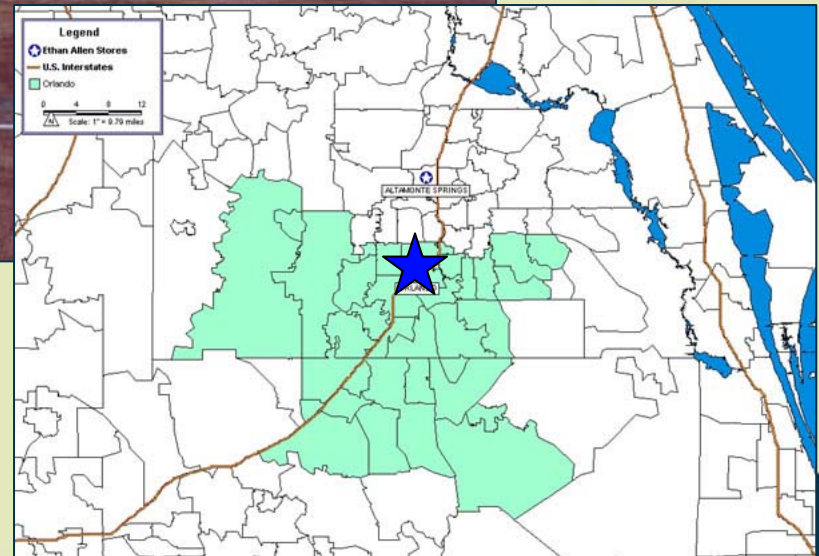
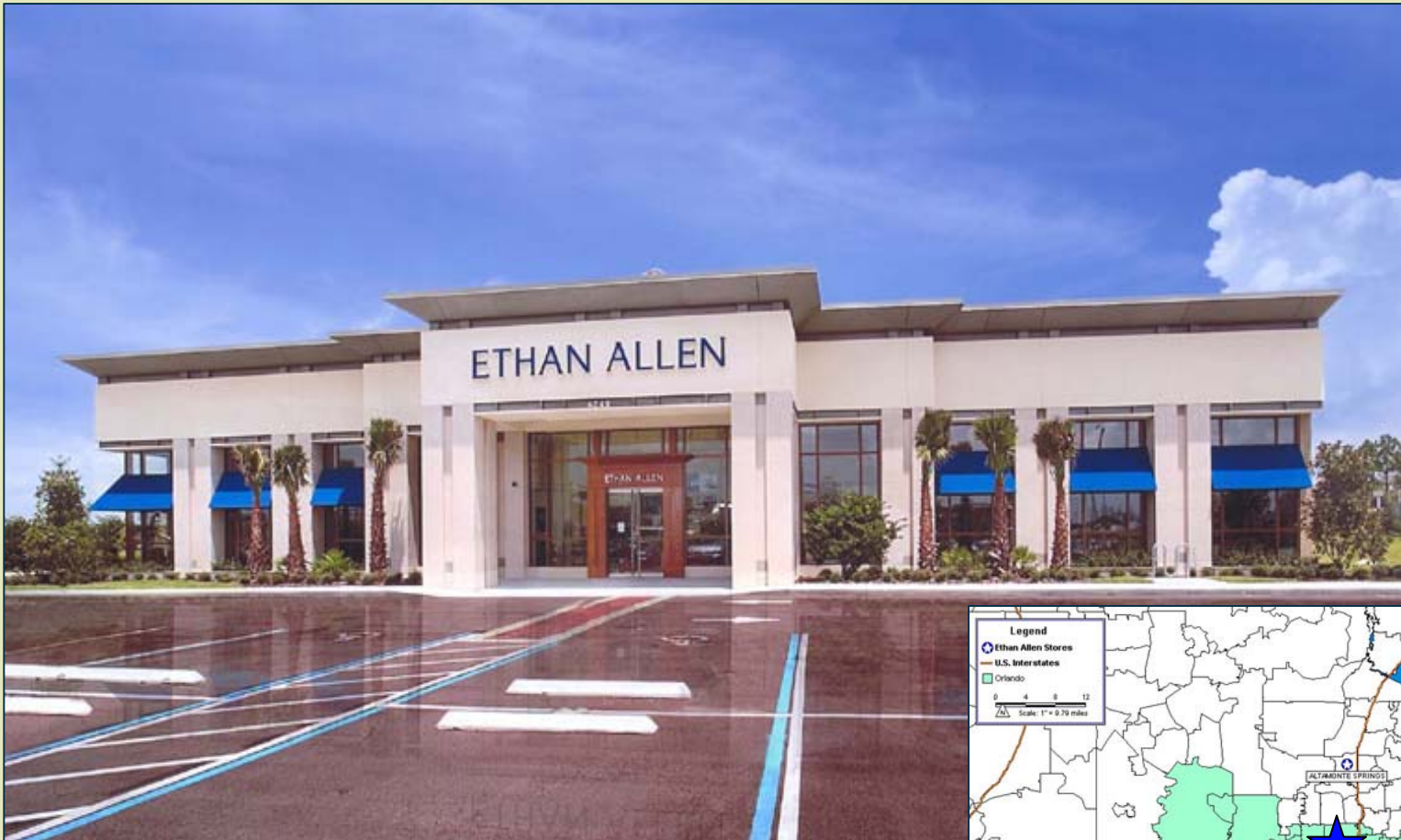
# Bayport (Long Island), NY



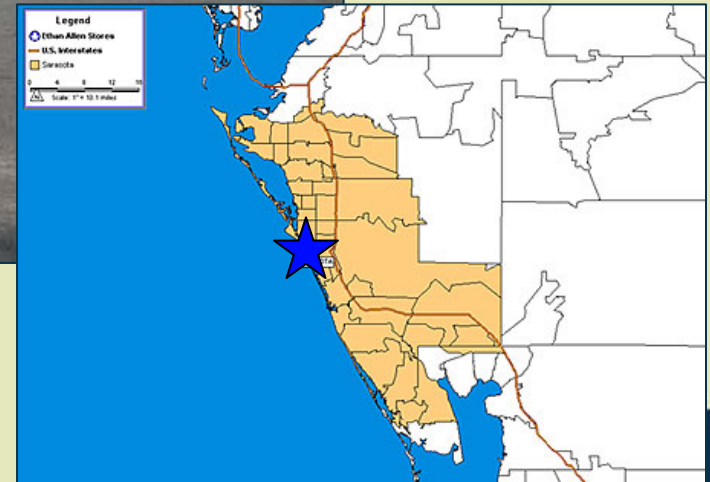
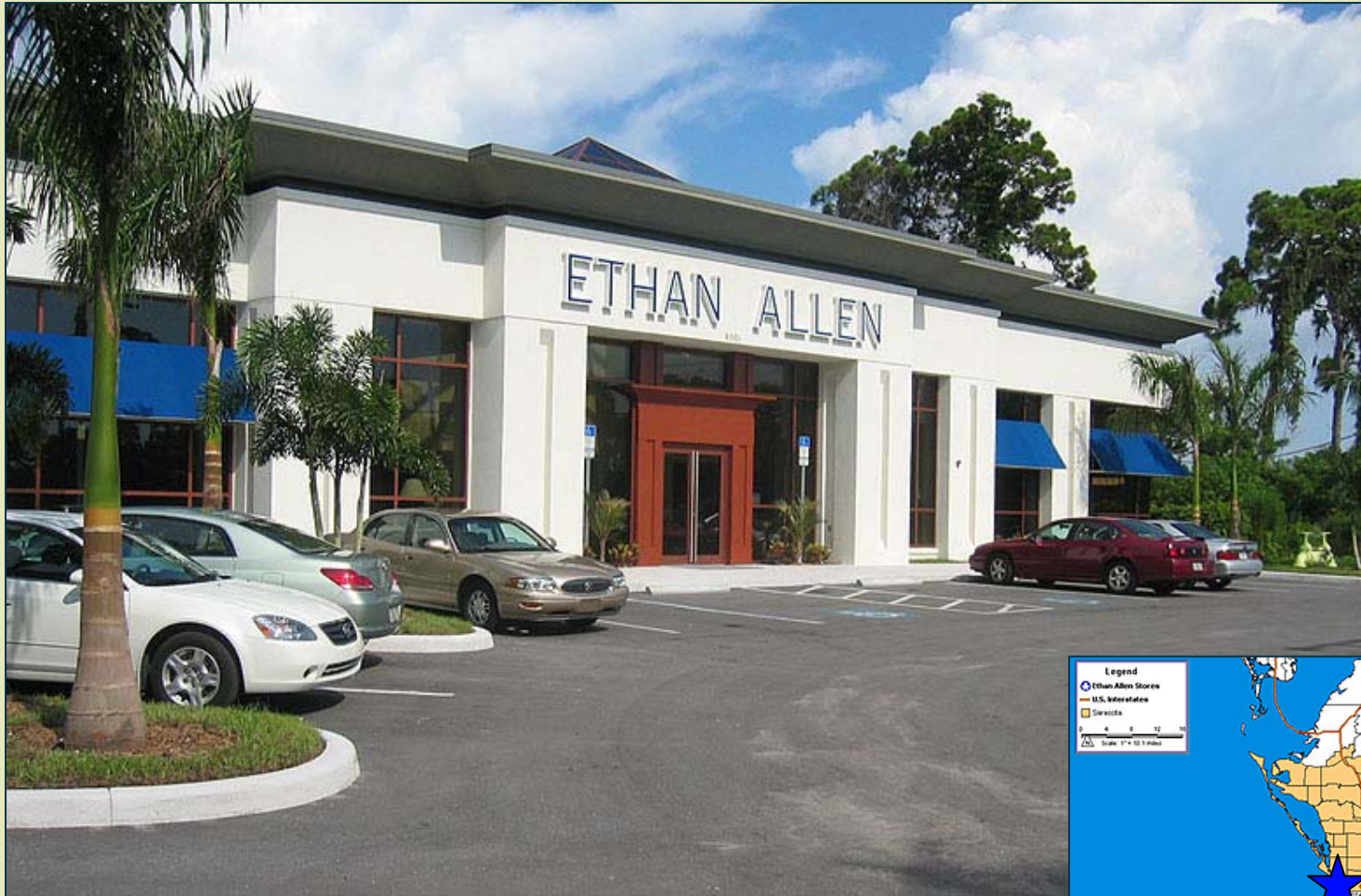
# Cleveland (Avon), Ohio



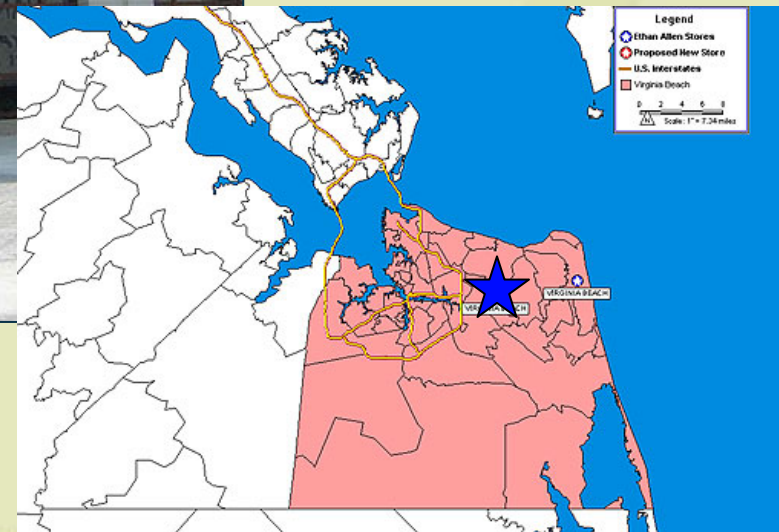
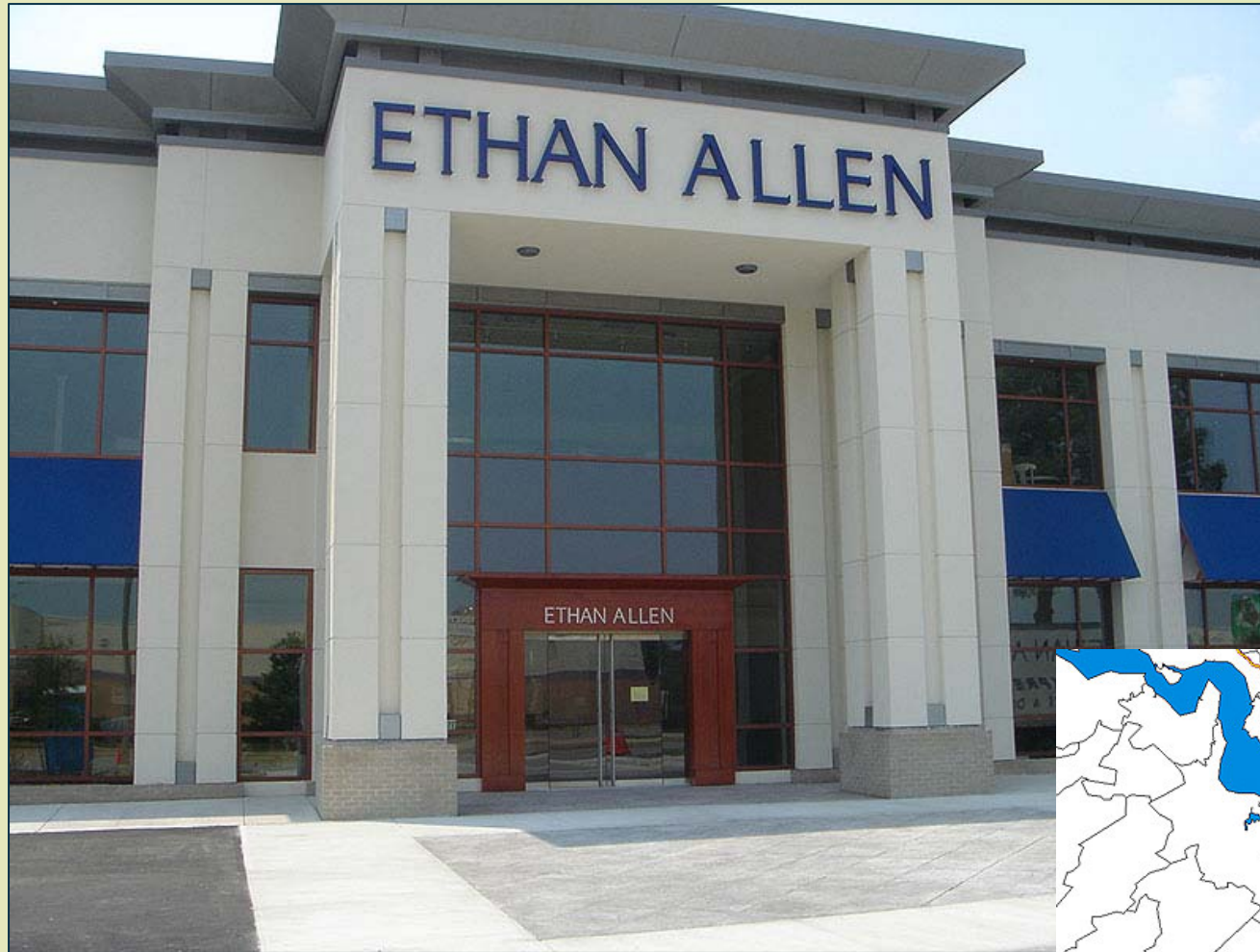
# Orlando, Florida



# Sarasota, Florida

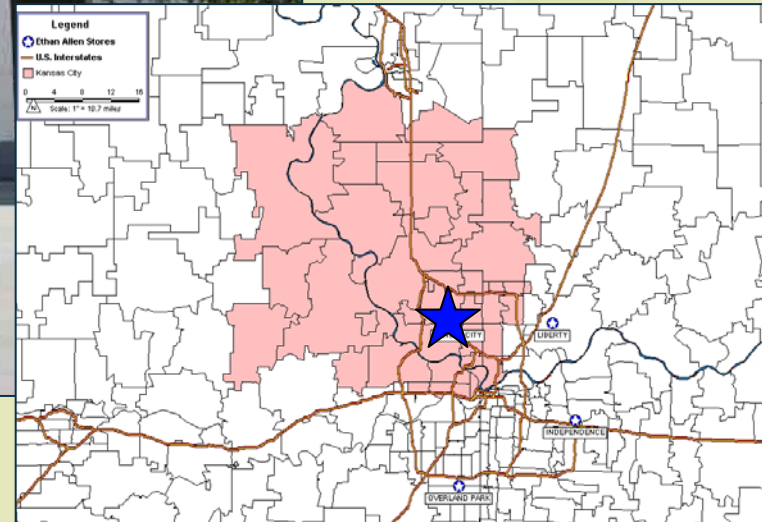
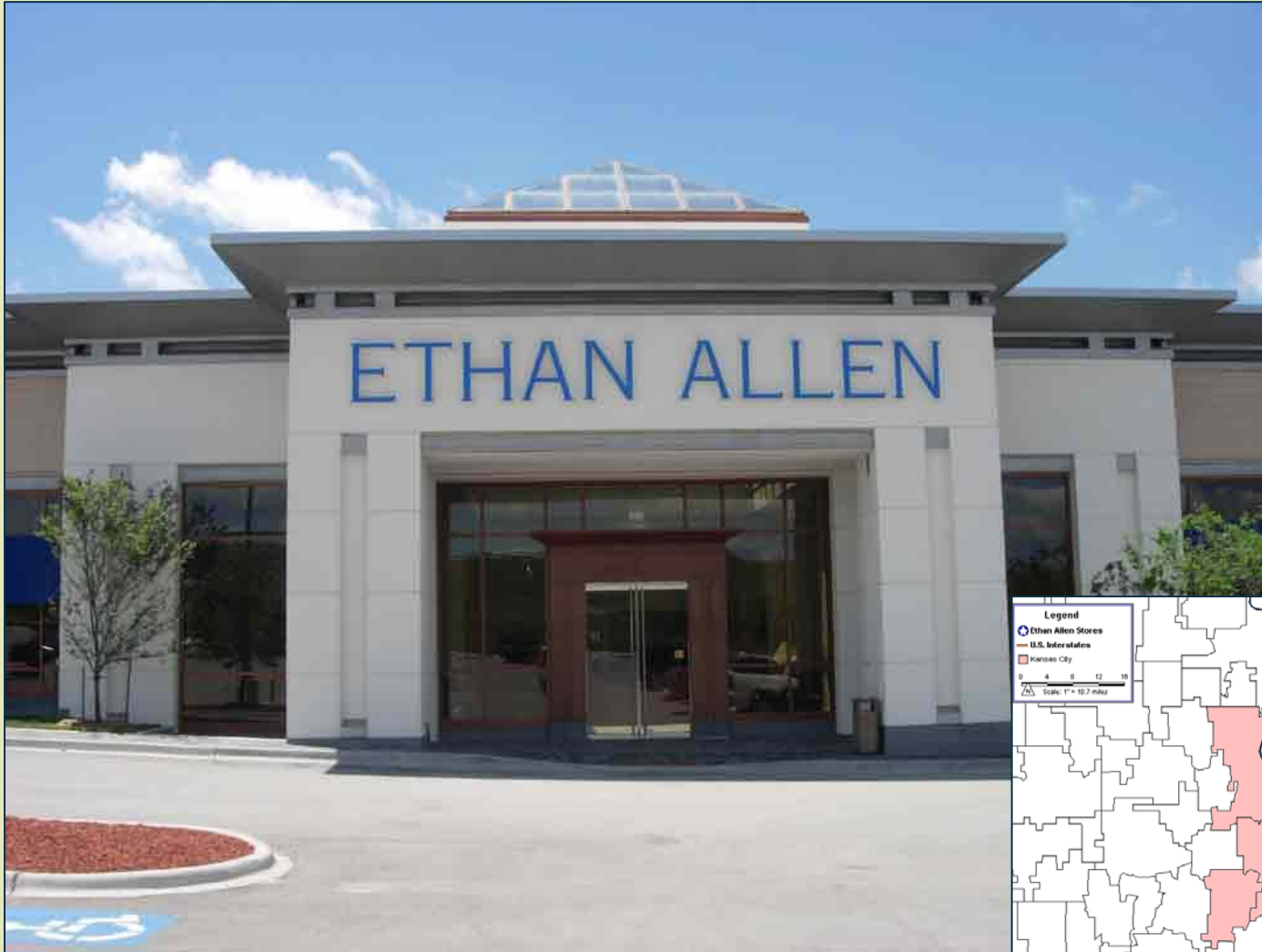


# Virginia Beach, Virginia

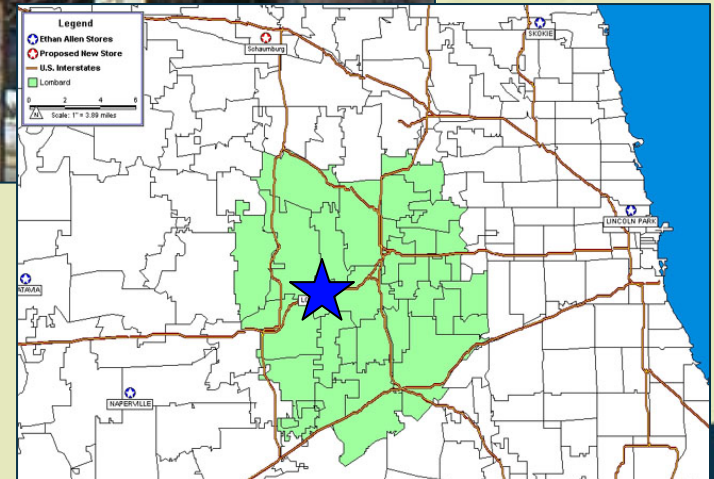




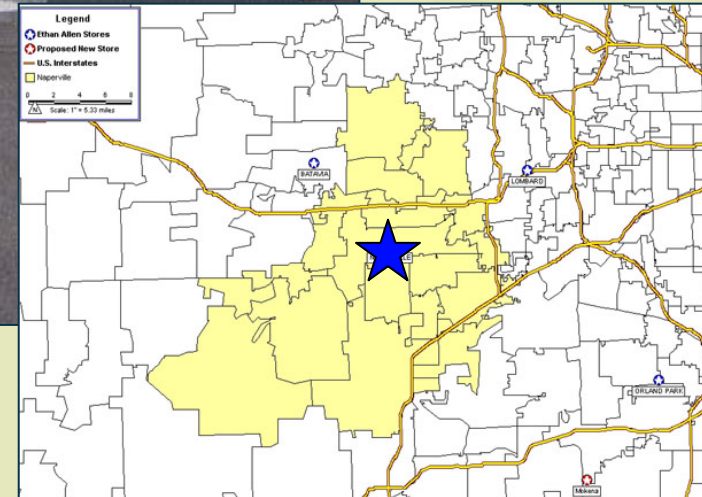
# Kansas City, Missouri



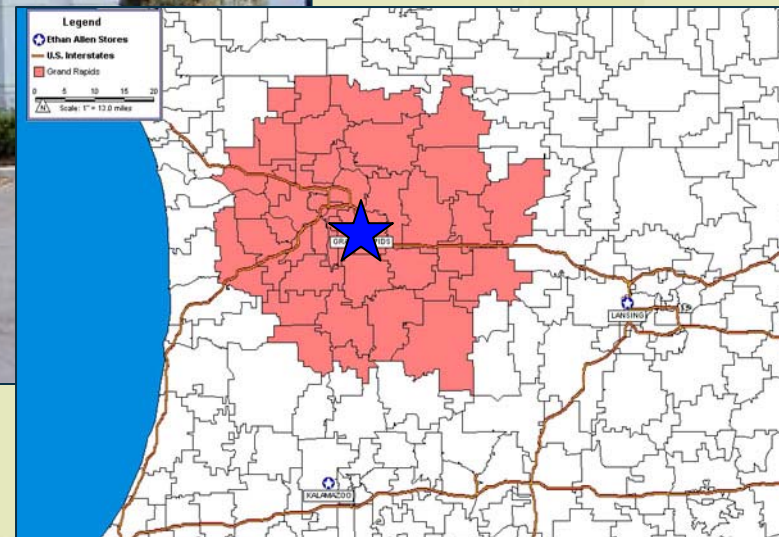
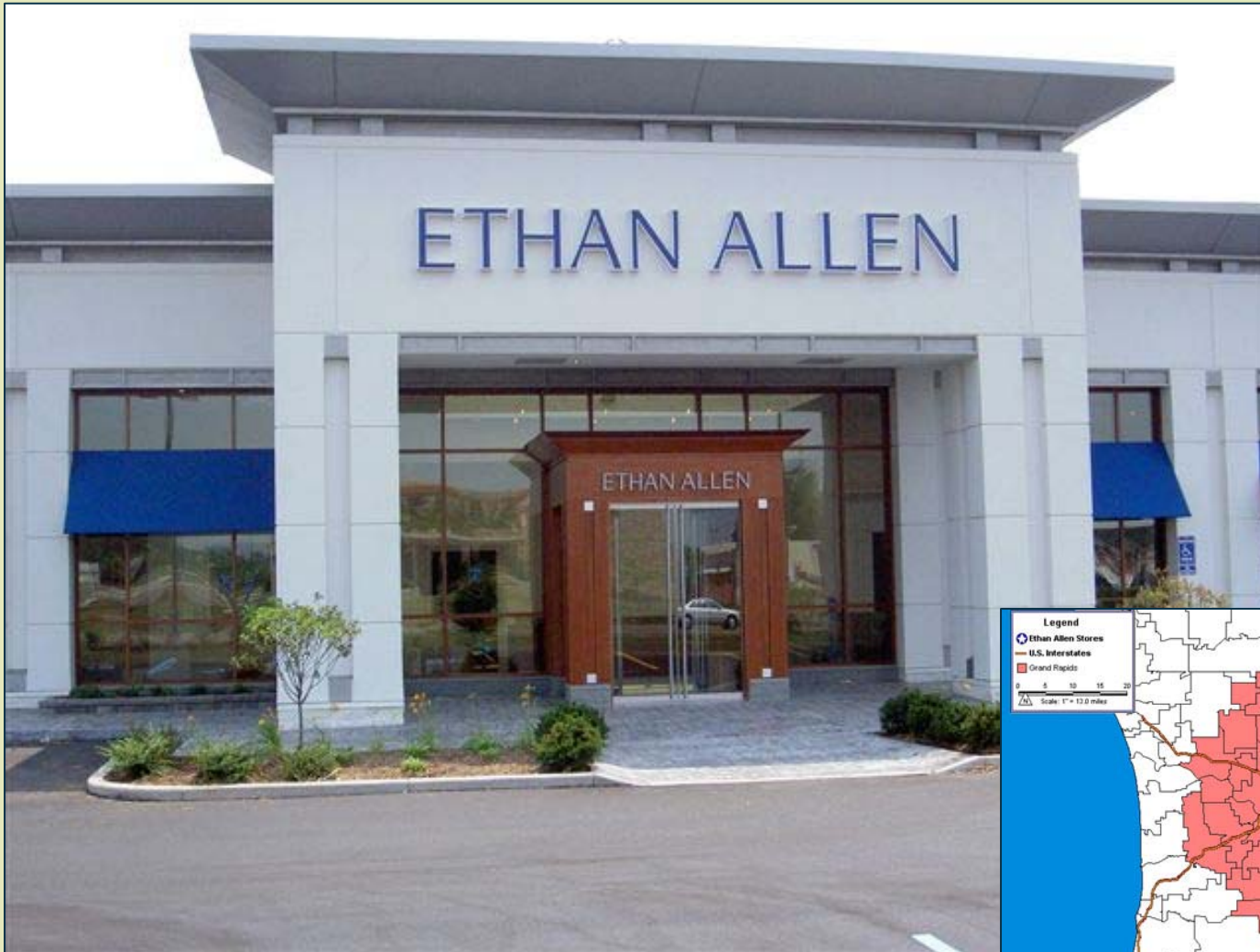
# Chicago (Lombard), Illinois



# Chicago (Naperville), Illinois



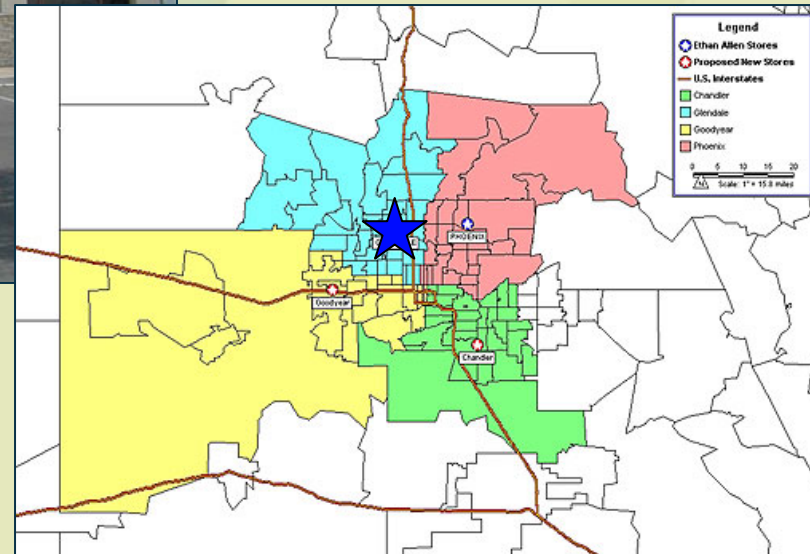
# Grand Rapids, Michigan



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realizing potential through innovation

# Phoenix, Arizona

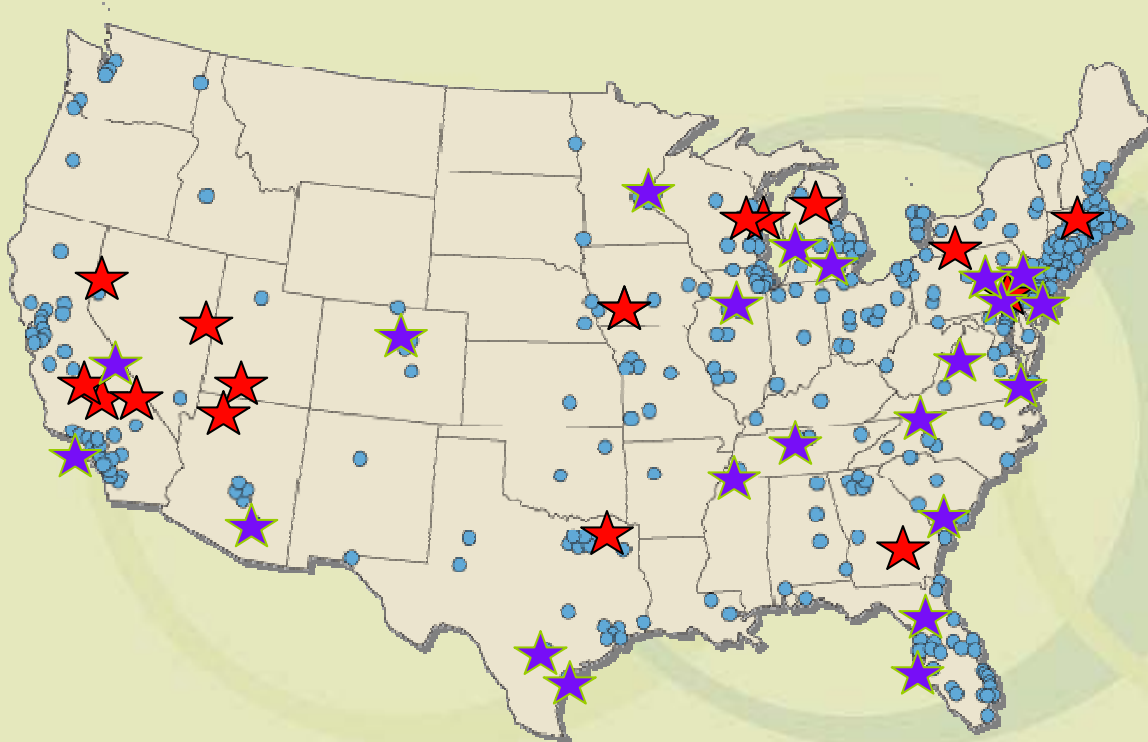


# Bangkok, Thailand



# Fiscal 2006 Planned Store Openings

## FY 2006 Stores



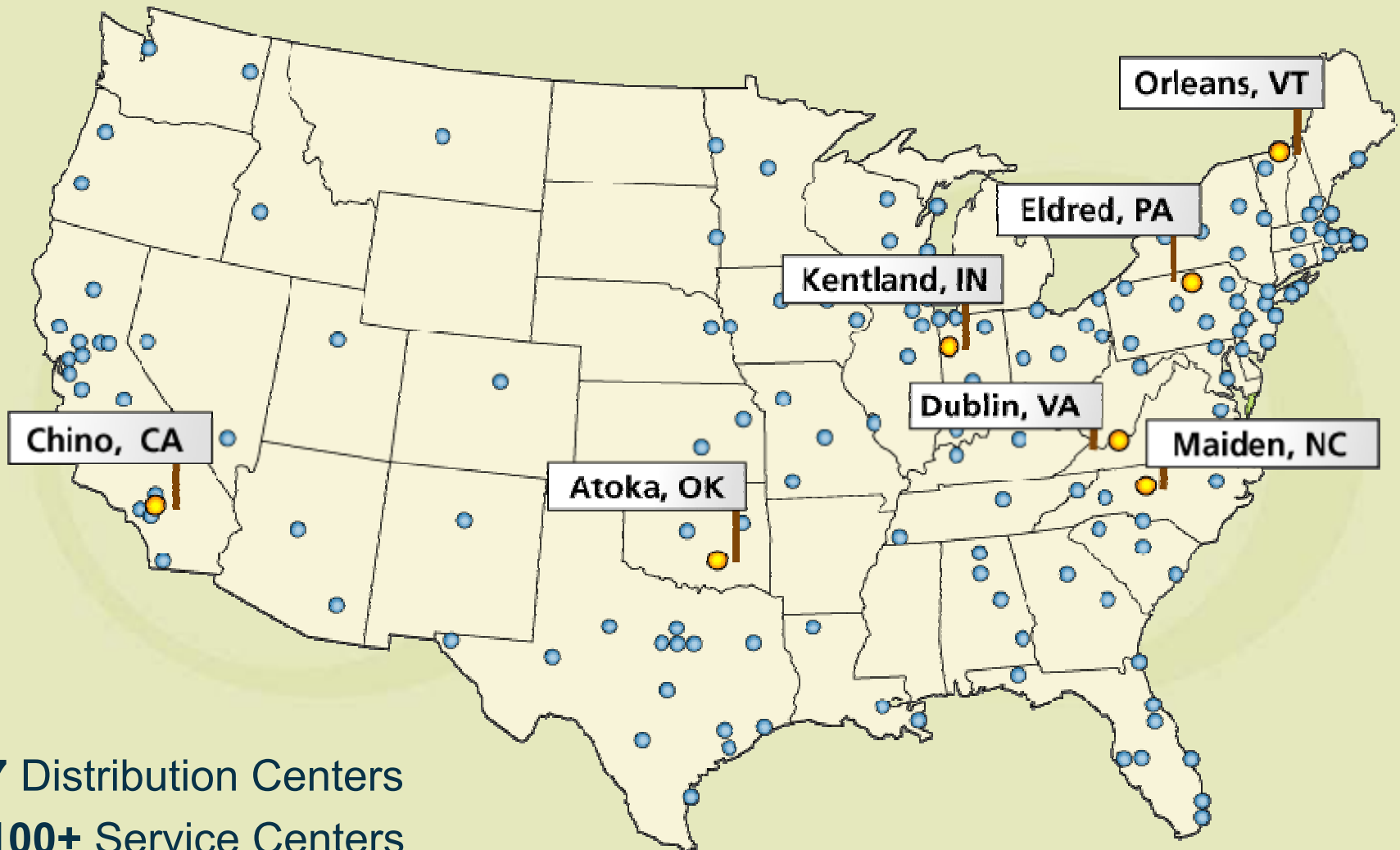
- Grand Rapids, MI - Jul 05
- Virginia Beach, VA - Aug 05
- Chandler, AZ - Sep 05
- Corona, CA - Oct 05
- King of Prussia, PA - Nov 05
- Watermill, NY - Dec 05
- Schaumburg, IL - Dec 05
- Charlottesville, VA - Jan 06
- San Antonio, TX - Feb 06
- Hendersonville, TN - Feb 06
- Harrisburg, PA - Feb 06
- Palm Beach Gardens, FL - Mar 06
- Memphis, TN - Mar 06
- Metairie, LA - Mar 06
- Agoura Hills, CA - May 06
- Woodbury MN - May 06
- Winston-Salem, NC - Jun 06
- Aurora, CO - Jun 06
- Jacksonville, FL - Jun 06
- Myrtle Beach, SC - Jun 06
- Bloomfield Hills, MI - Jun 06
- Fresno, CA - Jun 06
- Loveland, CO - Jun 06

# Logistics Base at Wholesale



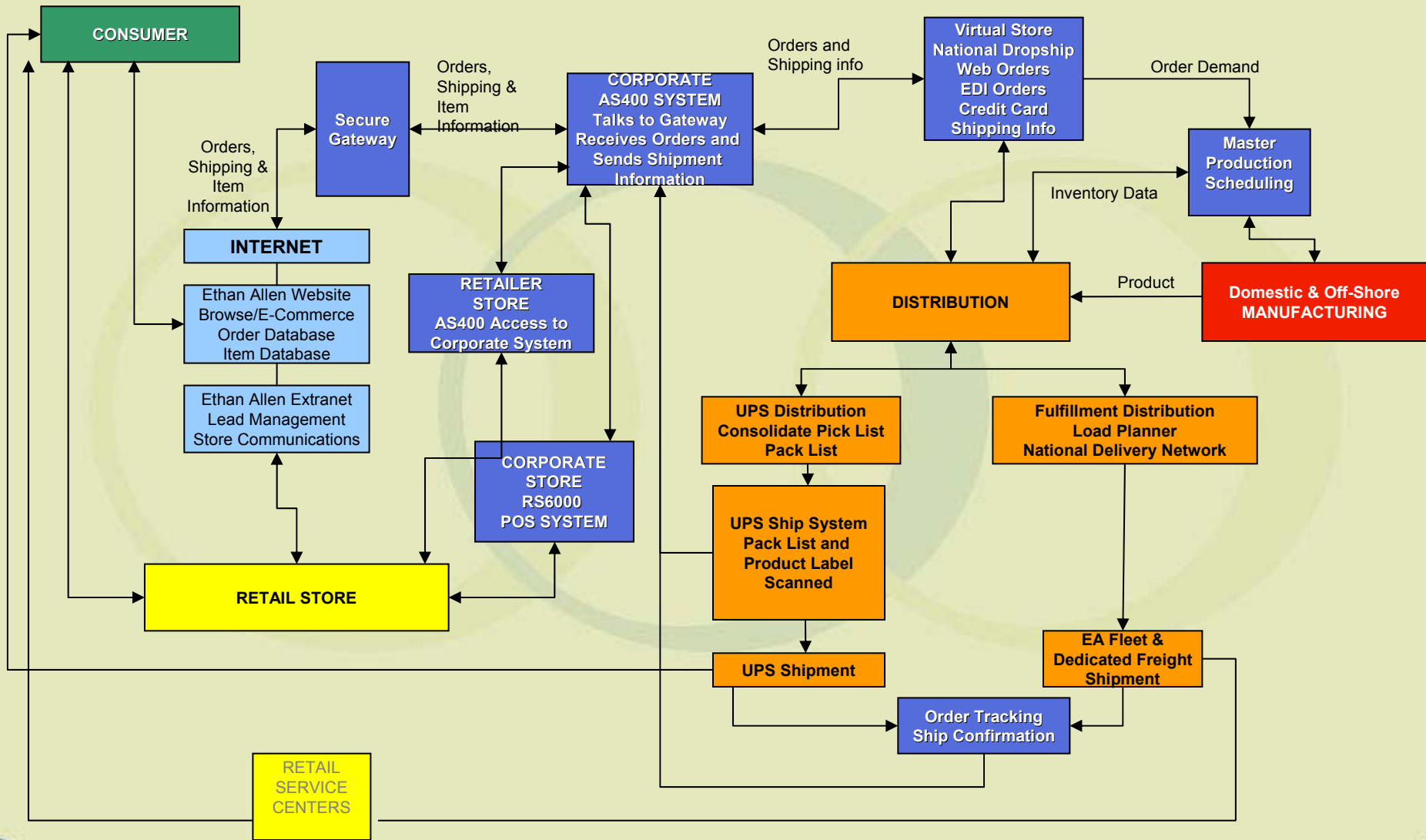


# Logistics Base at Retail



7 Distribution Centers  
100+ Service Centers

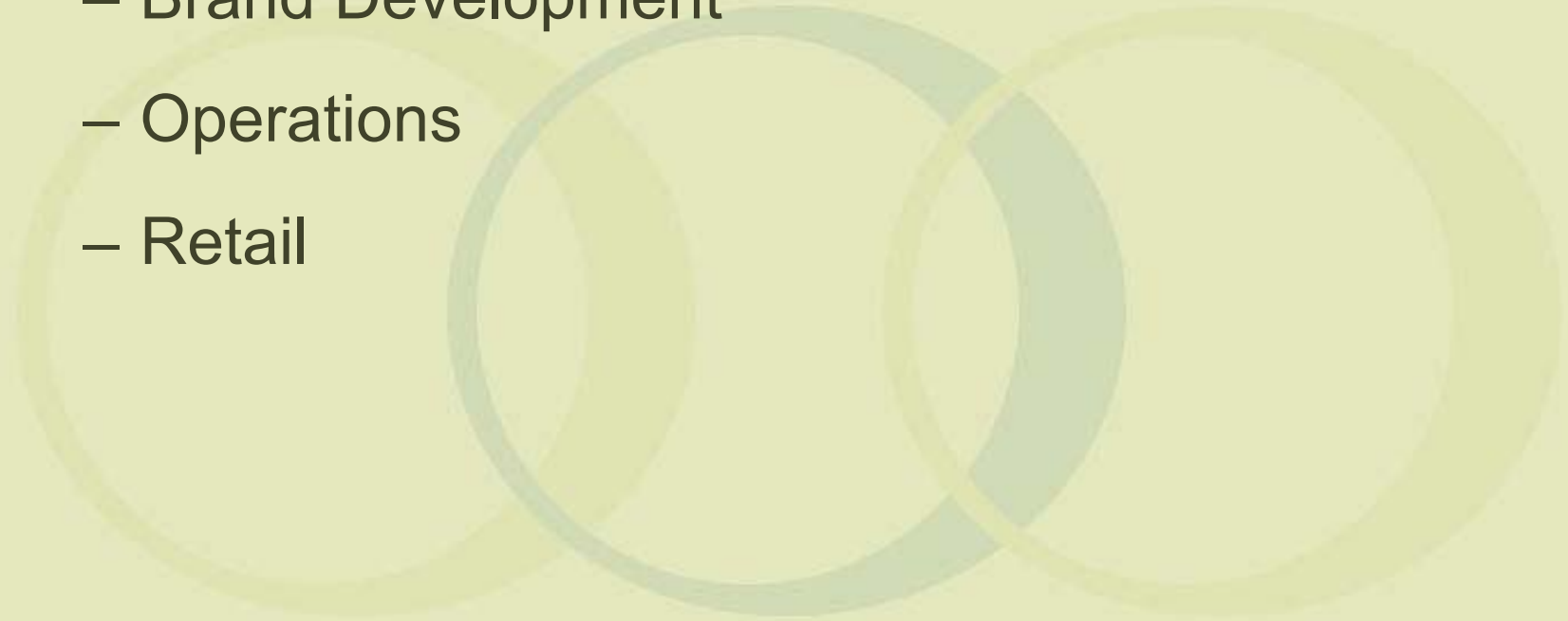
# Integrated Information Systems



# Leadership Structure

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- Leadership
  - Brand Development
  - Operations
  - Retail



# Leadership Structure at Retail

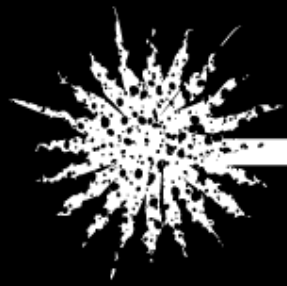
## Project Management as a Solution

- Professionalism
- Customer Focused
- Development of Staff
- Reduction of Turnover
- Increased Sales



# New Initiative

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**MISSION:**

**POSSIBLE**

# Clarity in Mission

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- Solutions
  - Excellence
  - Project One Brand
  - Credibility
- 

# Structure to Support Mission

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- Leadership in Style
- National Network of Branded Stores
- Logistics Base at Wholesale and Retail
- Leadership Structure
- Communications Strategy

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# **Style Redefined**

## **Nora Murphy**

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# Communications Redefined

# It's Ethan Allen Redefined...

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## Communication Objectives:

1. Create a Desired Brand
2. Build our Client Base
  - Increase Traffic
  - Dig Deeper

**Hurry In... FOR OUR GREATEST FINANCE OFFER IN ASHLEY'S HISTORY!**

**NO Interest**

**2010**

Interest Accrues... **MONEY DOWN**

Ashley pays the interest for you!  
**NO INTEREST FOR 5 YEARS!!**



**King Canopy Bed**  
Ashley Direct Price **\$1799**

**Just Look At These Low, Low Monthly Payments!**

<b>You Can Buy... \$5000</b>	Worth of America's #1 Selling Brand of Home Furniture!
<b>For Only... \$84</b>	A Month!

This Fantastic Offer Won't Last Long... **DON'T MISS OUT!**

2000	37	A Month!
3000	50	A Month!
4000	67	A Month!
6000	100	A Month!
8000	133	A Month!
10,000	167	A Month!

**Summit Avenue HILLENBURG**

**\$1455** 5 Piece Dining Room  
Includes Solid Wood Table

**LEATHER**

The Furniture You *really* Love... At Ashley Direct Prices You

SATURDAY 10-6  
SUNDAY 11-6  
DAILY 10-8

**January SALE and CLEARANCE**

Savings in Every RoomStore Department! Living Rooms • Bedrooms • Dining Rooms • Mattresses and More!

As The RoomStore You Never Pay Hidden Fees!  
No Money Down  
No Payment  
No Interest

**NO MONEY DOWN**  
**NO PAYMENT**  
**NO INTEREST**

**ABSOLUTELY NO MONEY DOWN** on any purchase plus **NO PAYMENT** and **NO INTEREST** until **JULY**

**2004 MODEL YEAR CLOSEOUT!**

**\$9299**

Beautyrest  
Posturepro

**RED TAG SALE!**  
33%-66% OFF

*Don't Miss this Event!*

**HEMISPHERE Locations:**  
• 2122 South Westmoreland Parkway, Suite 800A, Knoxville, TN • 812.883.7985  
• 4000 West 23rd Street, Plano, TX • 972.624.4384 • 4030 South Cooper Street, Indianapolis, TX • 817.537.3954  
• 2100 South Westmoreland Parkway, Suite 800A, Knoxville, TN • 812.883.7985  
• 2100 South Westmoreland Parkway, Suite 800A, Knoxville, TN • 812.883.7985

**PRICES GOOD JANUARY 15 - JANUARY 28**

**A WORLD OF SAVINGS... ALL RED-TAGGED ITEMS 33%-66% OFF**

**SALE**

EXTRA \$100-\$500 OFF SOFAS, SECTIONS & SETS DURING OUR BIGGEST LEATHER SALE OF THE SEASON PLUS, LAST 3 DAYS SUPER SPECIALS!

**FREE RECLINER OR CHAIR & OTTOMAN**

**1699** 3PC ITALIAN LEATHER SOFA SET  
FREE RECLINER OR CHAIR & OTTOMAN

**2678** 3PC PERMANENT LEATHER SOFA SET  
FREE RECLINER OR CHAIR & OTTOMAN

**SALE 1399.99** 61" LEATHER ITALIAN LEATHER SOFA  
FREE RECLINER OR CHAIR & OTTOMAN

**CLEARANCE SALE**  
ON SELECTION OF SELECTED SALE ITEMS

SCREEN TV 49" \$499  
94" \$949  
BOOKCASES 36" \$44  
48" \$54  
64" \$69  
84" \$89  
102" \$109  
DIPLOMA COACHES 49" \$39  
69" \$39  
ONE BY ONE 49" \$29  
LMOUSE CRASHES 19" \$19

**BIFOLD BIRCH BEDROOM GROUP**  
34" \$149  
48" \$219  
52" \$219  
64" \$249

**BARGLIN CHAIRS or MISSISSIPPI MADRID**  
35" \$29  
55" \$59  
38" \$39

**FURNITURE RAW**  
972.222.6400

**Furniture Savings**  
for the new year!

**\$599** SAVE \$200

**\$799** SAVE \$200

**\$1599** SAVE \$400

**\$799** SAVE \$200

**\$799** SAVE \$200

**STOCK**

**OFF**

**24.76-1149.50**

**\$799** SAVE \$200

**\$799** SAVE \$200

up to **40%** off clearance

# SALE

www.levitz.com

**LEVITZ**  
the more YOU BUY the more YOU SAVE

Sat 10am-9pm Sun 11am-7pm

Buy a **2nd Room** take an additional **15% Off**

**#1** **sale 999<sup>99</sup>**

**#2** **sale 679<sup>99</sup>**

**PLUS...**  
NO Down Payments  
NO Finance Charges  
NO Payments for...  
**2 Years\***

3 DAYS ONLY!

## Fourth of July WEEKEND Event

**40% OFF** TAKE AN EXTRA **10% OFF**

Take Additional SAVINGS ON SELECTED ACCESSORIES

BUY NOW WITH **NO PAYMENTS FOR 12 MONTHS**

40% OFF PLUS TAKE AN EXTRA 10% OFF

Talavera, Bol-Aire & Sezzano Collections!

Take Additional SAVINGS ON SELECTED ACCESSORIES

BUY NOW WITH **NO PAYMENTS FOR 12 MONTHS**

thank you **AMERICA**

for making Ashley the #1 Selling Brand of Home Furniture in North America!

**FREE DVD PLAYER**

**EXTENDED**

**Pay No Interest Until 2008\***

**Now Hiring for All Positions**

**Charlotte Locations**

University City  
4501 S. N. Tryon  
704-369-2220

Princeton  
Carolina Place Mall  
704-369-7800

Toll Free 877-299-2525

**ASHLEY FURNITURE**  
#1 SELLING Brand in America!

View our 20,000 square foot showroom with 6 levels of beautiful excitement.

**FREE DVD PLAYER**

**Pay No Interest Until 2008\***

**Now Hiring for All Positions**

**Charlotte Locations**

University City  
4501 S. N. Tryon  
704-369-2220

Princeton  
Carolina Place Mall  
704-369-7800

Toll Free 877-299-2525

**ASHLEY FURNITURE**  
#1 SELLING Brand in America!

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Princeton  
Carolina Place Mall  
704-369-7800

Toll Free 877-299-2525

**ASHLEY FURNITURE**  
#1 SELLING Brand in America!

**ONLY 2 DAYS LEFT!**

To Take Advantage of Our Dramatic Finance Offer

## ENDS TOMORROW!

SUNDAY, JULY 10TH AT 6 PM

ROOMS TO GO's REAL DEAL FINANCE OFFER

**NO DOWN PAYMENT** **NO MINIMUM PURCHASE** **NO INTEREST PAYMENT** **NO PAYMENT TIL**

# APRIL 2007

And if You're Even Better, ROOMS TO GO Pays the Interest for You. INTEREST DOES NOT ACCRUE. CREDIT IS REQUIRED by other 2007 finance offers that we interest build on during the given period.

**THE BECOMBER LINENBROOK** 2-Pcs \$999<sup>99</sup>

**THE MAJESTY BEDROOM** 5-Pcs \$999<sup>99</sup>

**THE BOSTON LINENBROOK** 2-Pcs \$999<sup>99</sup>

**THE MAJESTY BEDROOM** 5-Pcs \$999<sup>99</sup>

# Direct Mail

Early Summer '05

Summer '05

Early Fall '05

EARLY SUMMER 2005  
**ETHAN ALLEN® style**  
FURNISHING SOLUTIONS FOR YOUR HOME



be naturally inspired!

ETHAN ALLEN® style  
FURNISHING SOLUTIONS FOR YOUR HOME



color your home happy!  
today's must-have shades

EARLY FALL 2005  
**ETHAN ALLEN® style**  
FURNISHING SOLUTIONS FOR YOUR HOME



Introducing  
everyday  
financing

get your home  
holiday-ready  
we show you how!

ETHAN ALLEN® redefined

realizing potential through innovation



style swatch  
 today's **hot colors**

pink, lime green, yellow—this season's must-have shades



The power of pink has gone public. No longer just for the powder room, pink has become a welcome staple throughout the house. Bring this fresh look into your home by incorporating pink with accents like bedcoverings, pillows, and window treatments.

**newport bedroom** list and show: **\$159/month for 60 months\*** (add sales price of \$7400\*\* includes: carved poster bed, queen† 04-5541-5 \$2589 canopy, queen† 04-5689-3 \$229 bowfront chest 34-9305 \$1389 armoire 34-5415 \$3199 additional items: custom bedcoverings and pillows, ask a design consultant for details **anna crystal table lamp** 09-6240 \$419 **cVivise penny** reproduction print 07-2001-D \$179 **pedestal bowl with etched base** 43-0815 \$114 **custom drapery**, ask a design consultant for details **boya raton III broadloom** 02-0162 \$8/square foot  
 \*Simple Finance Plan details page 21. \*\*Floor plan includes items listed and reflects "as shown" fabric prices and number of items where indicated. Products listed under "additional items" not included in room price.  
 †See size website

# ETHAN ALLEN | style

the latest decorating ideas to inspire and inform

Since we are so much more than a furniture store, by opening your doors to us, you let in a world of design possibilities. In this magazine, we illustrate a few of the decorating ideas that our free design service can help you bring to life, from the new must-have colors that will elevate the mood of your home to the big impact great style can have on small spaces. And, as always, we are here to show you some of the many solutions we offer your home, including beautiful, functional designs for home theatres, baths, and kids' rooms.

At Ethan Allen, we are as passionate about your home as you are.



Welcome.

*Farooq Kathwari*

Farooq Kathwari  
Chairman, President and CEO, Ethan Allen Inc.

front cover and right, above: martha sofa 20-7063 DS as shown \$2149 starting fabric \$1549 custom pillows and throws, ask a design consultant for details oval coffee table 34-8400 \$729 pembroke and table 34-8404 \$1799 chippendale lamp table 34-8403 \$649 alabaster column lamp 09-6265 \$609 polished nickel bowl 43-7000 \$106 glass urn with etched flowers 43-8210 \$114 brocade collection crownhill breadbox 00-0600 \$5-15-square foot

right, below, left to right: formal floral in tea caddy 44-5774 \$269 demilune sofa table 34-9401 \$1145 martha washington chair 20-7473 as shown \$559 starting fabric \$489 martha washington slipcover 85-7471 as shown \$209 starting fabric \$129 custom drapery, ask a design consultant for details. \*decorative pillows optional

We are proud of our products and have referenced wood and manufacturing techniques in general terms throughout these pages. Wood/veneer species, product composition, and manufacturing techniques vary by product and collection and may change over time without notice. For current detailed information, please ask a design consultant. Items featured in this magazine are only a sample of our many products available. All prices featured in this magazine are Ethan Allen Inc. suggested retail prices and are optional with each retailer. All Ethan Allen Inc. suggested retail prices in this book are effective as of the June 8, 2005 print date. Every effort has been made to ensure the accuracy of suggested prices, item numbers, and dimensions, however, we regret we cannot be responsible for typographical errors. Final products may vary in color, finish, size, fabric, or other features. Electronic equipment is not included. \*As shown" prices for upholstery are determined by fabrics shown and by option extras such as contrast pillows, dual fabric, down cushions, or contrast sewing fringe. "Starting fabric" prices reflect the price of the piece in starting grade fabric without any options. All items pictured in this magazine are not necessarily displayed in every local retailer's store. Consult your local retailer for pricing details and availability. Certain collection names are proprietary and are owned by Ethan Allen Marketing Corporation.

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## love the look?

It's easy to make it your own with our free design service

Our free design service can help you bring this pretty pink palette—as well as any of the looks you see in this magazine—into your home. Our design consultants are committed to helping you create the comfortable,



beautiful home you want,

and they even make house calls! They'll take measurements, help you select fabrics and designs, suggest a floor plan, and recommend where to place accessories.



Visit us today to share the vision you have for your home with a design consultant, then embark on a wonderful, creative journey filled with adventure, excitement, and satisfaction.



A design consultant's trained eye sees what others may not, especially when it comes to details. For instance, our Martha Washington chair goes from traditional to charmingly chic thanks to a custom slipcover; a sweet floral arrangement placed just so makes a stunning style statement; and custom draperies with the perfect dressmaker details can complete a look.





RECTANGULAR TABLE  
\$1499

Life's special occasions call for an elegant setting. Exquisite detailing gives the classic Townhouse collection a truly distinguished air. Catering to seat tea comfortably, the rectangular table is accompanied by Adison chairs with intricately carved details. Storage is provided by the china cabinet and single chest; the ambience is completed with decorative accessories that have a desirable "collected over time" appeal.

life style

# gathering places

create inviting rooms for the art of entertaining



Sparkling accents—  
a chandelier, candle  
sconces, and pol-  
ished urns—make  
any space more  
welcoming.



**townhouse dining room set: \$161/week for 60 months\*** total retail price of \$7491\*\* includes: rectangular table 30-6204 \$1499 adison side chair (four included) 30-7201-1 as shown \$539 ea. starting fabric \$359 ea. adison armchair (two included) 30-7202-1 as shown \$819 ea. starting fabric \$439 ea. buffet 30-6206 \$1219 china cabinet 30-6208 \$1319 additional items: elizabeth chandelier 09-3098 \$1888 rosette barbe console transfer 07-2560 \$419 custom drapery, ask a design consultant for details wallcovering panels 08-4183 \$78.80/single roll serook area rug, 8'6" x 11'6" shown† 04-1502-1 \$3879

above, clockwise from left: single chest 30-5201 \$869 oval reproduction print 07-2344A \$124 verter hall reproduction print 07-2344B \$124 maple hayes reproduction print 07-2344C \$124 oval table house reproduction print 07-2344D \$124 navesjo centerpiece bowl 43-4513 \$84 josephine crystal wall sconce 43-8158 \$308 glenmar handied urn 43-1925 \$149 brunon lidded urn 43-1931 \$119

\*Sample Finance Plan details page 21. \*\*Finance plan includes items listed and reflects "as shown" fabric price and number of items shown indicated. Products listed under "additional items" not included in every price. †Other sizes available.



# style swatch express yourself



The classic, elegant styling of the Hepburn sofa is enhanced by brass finished nailhead trim and ball and claw feet. More design options are detailed on page 27.

The cool, casual presence of the Bennett sofa is elevated by contrasting accent pillows, a rock pleat skirt, and rope braid on all welts. To see the Bennett in yet another way, turn to page 28.

This Paramount sofa is a transitionally styled design thanks to muted den-look and a Taindoona fabric. For a closer look at our Paramount sofa system, see page 29.

## express yourself with custom upholstery

Our variety of trim options and dressmaker details make creating a sofa that's uniquely yours easy. For example, the Hepburn sofa is shown here with...



rope braid on all welts, tapered legs, and fringe on the decorative pillow



brass finished nailhead trim and accent kidney pillow



contrasting welt, ball and claw feet, and contrast toss pillow



Choosing the right sofa frame is only the beginning. The fabric you choose—and we have hundreds, including damasks, chenilles, and twills—is the foundation for making it your very own. Exceptional details like nailhead trim, fringes, contrast welting, and pillows with ruffles or decorative trims further reflects your individual sense of style. Don't forget the cushion options, like leatherblend seating. With our custom upholstery, your possibilities are endless.

A trained eye sees what others may not. That's why our free design assistance is such a valuable service. Simply share your ideas with a design consultant, who can easily guide you through the custom upholstery process.

Many of our sofas can be customized with these options:



an array of trims



welting options



hundreds of fabrics



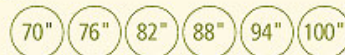
The Bennett loveseat (above) shown unadorned in a traditional plaid features tapered legs. Coordinating chairs and ottomans are also available.

The Bennett sofa (right) is shown here with an optional slipcover in a pretty floral fabric.

## Create Your Own Paramount Sofa

The Paramount Sofa is your creation: Choose from six sizes, two arm styles, two back styles, and four bases—that's more than 200 possibilities! Then pick from our hundreds of fabrics to complete the look. Sleepers and sectionals are also available.

### SIZES:



### BACKS:



Box Back

Semi-Attached Back

### ARMS AND FRONT STYLE:



English Arm T-Cushion

English Arm Smooth Front

Panel Arm with Smooth Front

Panel Arm with T-Cushion

### BASES:



Kick Pleat

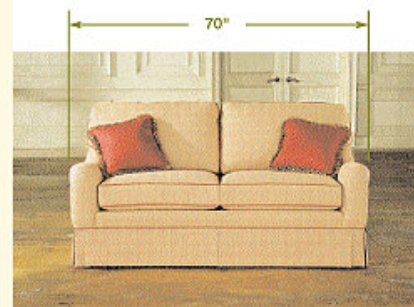
Decorative Pleat

Fluted Bun

Standard Bun

Most of our sofas are supported by an array of coordinating items like loveseats, chairs and ottomans.

## style swatch: express yourself





## introducing our newest modular media cabinetry

Keep pace with the latest high-tech trends. As beautiful as they are functional, our new British Classics, New Impressions, and New Country by Ethan Allen home theatre cabinets were specifically designed with today's technology in mind.



### british classics home theatre center

for left:

**\$113/month for 60 months\***

(total home theatre price of \$6787) includes:

media cabinet 29-0671 \$1199

video panel 29-9072 \$389

bridge 29-9073 \$649

right upper or door unit 29-9004 \$699

left upper door unit 29-9005 \$699

right door base 29-9555 \$699

left door base 29-9607 \$699

additional items:

franklin chair 20-7730 KP

as shown \$1549

optional fabric \$1149

franklin ottoman 20-7730 KP

as shown \$579

staring fabric \$389

reflectless photo print 07-2951 \$239

large floor vase 43-4301 \$189

table breadbox 02-0763 \$4.50/square foot

kit

media cabinet 29-0671

see above

video panel 29-9072 see above

photo frame 6" x 10" 43-0404 \$59

accent panel 4" x 6" 43-8005 \$74

\*Simple Finance Plan details page 21. \*\*Home price includes domestic freight and labor. "As shown" fabric price and finish of items where indicated. Products listed under "Additional items" not included in price.

### choose

Both speaker grilles and door panels are included, so you can create the look you want.



### store

Ample media storage provides a home for your movie and music libraries.



### control

Wire management access holes help to keep wires neat and out of sight.



### access

Cabinetry for audio and video components keeps everything in one place and easy to get to.



Turn the page for even more options!

The Regency-inspired cabinetry of our British Classics collection is evident in this new cabinet, which can be used for either LCD or plasma screen TVs. Depending on room size, you can keep the design simple (above) or build a comprehensive system with many configuration choices (left).

# Everyday Financing: 6 months same-as-cash



EARLY FALL 2005

ETHAN ALLEN<sup>®</sup> **style**

FURNISHING SOLUTIONS  
FOR YOUR HOME

Introducing  
everyday  
financing

get your home  
**holiday-ready**  
we show you how!

# Why Everyday Financing?

**Regular revolving: 1.5%**

---

**3-mos. sac: 3%**

---

**6 mos. sac: 48%**

---

**12 mos. sac: 28%**

---

**Until Promo: 11%**

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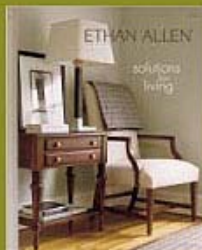
**SFP: 8.5%**



# ETHAN ALLEN® | style

Visit us today for a complimentary copy of our **Solutions for Living** book.

This exciting 288-page publication is full of inspirational decorating ideas for every room of your home!



Filled with beautiful photographs and informative decorating stories, *Solutions For Living* provides a comprehensive look at all of our furnishings.

The holidays are a special time, full of parties, laughter, friends, and family. That is why the earlier you prepare your home for the holiday bustle, the more you are likely to truly enjoy the spirit of the season. In this magazine, we show you how to get your home holiday-ready. Be sure to see the stories about the latest decorating trends. Return to Classics—timeless silhouettes with a modern twist—and Brave New Living—welcoming bold colors and strong shapes into your home. At Ethan Allen, we are passionate about decorating and committed to helping you create the home that you want. Welcome to **Ethan Allen**.



*Farooq Kathwari*

Farooq Kathwari  
Chairman, President and CEO Ethan Allen Interiors, Inc.

“Let’s get  
in the spirit—  
together!”



**I can help you turn your home into the center of good cheer you'd like it to be. And, best of all my assistance is free!**

The holiday season is quickly approaching and that means one thing: a tremendous amount of rushing around. But when you **prepare your home early** for the season you will have the time to truly enjoy what's going on around you.

On the next few pages, you will see a sampling of what my expertise can help you accomplish, from **transforming your dining room** (see pages 4 and 8) into a space that caters to both your storage and your entertaining needs to designing **festive foyers** (see page 6) and **home offices** that can be turned into **guest rooms** (see page 10) in minutes. **So, visit us today and let the celebrations begin!**

## Are you passionate about design?

Put your creativity to work at work. Join our team!

We're looking for talented and energetic design consultants with an entrepreneurial spirit. You'll be supporting one of the world's best known brands as you embark on a wonderful and rewarding creative journey every day. Ethan Allen offers all the tools you need for a successful career, from a brand you can believe in to a comprehensive and ongoing training program.

Contact your local store or  
[jobs@ethanallen.com](mailto:jobs@ethanallen.com)

Fostering diversity and equal opportunity in the workplace since 1952.

front cover, see page 9 for details

We are proud of our products and have referenced wood and manufacturing techniques in general terms throughout these pages. Wood/Veneer species, product construction, and manufacturing techniques may be product and collection and may change over time without notice. For current detailed information, please ask a design consultant. Items featured in this magazine are only a sample of our many products available. All prices and services featured in this magazine are optional with each retailer. Every effort has been made to ensure the accuracy of suggested prices, size numbers, and dimensions; however, we regret we cannot be responsible for typographical errors, final product variations in color, finish, size, fitting, or other features. Electronic equipment is not included. "As shown" prices for upholstery are determined by fabric, design and by option accessories such as central pillows, dual fabric, down cushions, or contrast webbing. "Optional" prices reflect the price of the piece in a different fabric color or option. All items pictured in this magazine are not necessarily shipped to every local retailer in store. Consult your local retailer for pricing details and availability. Certain collection names are proprietary and are owned by Ethan Allen Global, Inc.  
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# National Television

- Presents brand in fresh, innovative way
- Differentiates from competition
- Continuing national schedule in August / Sept.





# Television commercials here

New Casuals

Musings

British Classics

# National Television



- Continued 3<sup>rd</sup> and 4<sup>th</sup> quarter national TV buy
- Schedule will air Aug. 16 – November 5
- Rotation of Classic & Casual messages
- Air in broad reach dayparts and programming
- Many local markets purchasing supplemental local TV for added impact

# New Print Campaign

## Rush in

*to rumpled sheets on a lazy Saturday afternoon adrift in stories and laughter.*



The British Classics Plantation Bed.  
Rope-turned bedposts with distinctive carvings. Queen, only \$1499  
Fresh. Modern. Classic.

It's ETHAN ALLEN<sup>®</sup>, redefined.

east side  
ledington at 32nd street  
212.215.0000

west side  
west end avenue at  
125th street  
212.201.9940

east side  
third avenue at 65th street  
212.308.1000

west side  
west end avenue at  
64th street  
212.201.3640

SAMPLE IMPRINT

Visit this weekend and receive a complimentary copy of our new Solutions For Living book, filled with hundreds of design ideas.  
www.ethanallen.com Free design service. Affordable financing. Free local delivery. Everyday best pricing. ©2006 Ethan Allen Global, Inc.

- Create urgency and drive traffic
- Features top sellers at great price points
- Range of items:
  - Casual
  - Classic

# Don't wait

*to furnish your home with the smiles your kids will use to furnish theirs.*



The Newport Dining Table. Dramatic double pedestal. Seats up to 12. \$2899  
chippendale side chair \$399 ea. chippendale armchair \$499 Fresh. Modern. Classic.

It's **ETHAN ALLEN**, redefined.

east side  
lexington at 32nd street  
212.213.0600

west side  
west end avenue at  
44th street  
212.201.9840

east side  
third avenue at 55th street  
212.688.7031

west side  
west end avenue at  
64th street  
212.201.9640

SAMPLE IMPRINT

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[www.ethanallen.com](http://www.ethanallen.com) Free design service. Affordable financing. Free local delivery. Everyday best pricing. ©2006 Ethan Allen Global, Inc.

# Make a move

*to make time for moments like these.*



The Townhouse Coffee Table.  
Fine leather top and end storage drawers. \$1299  
Fresh. Modern. Classic.

It's **ETHAN ALLEN**, redefined.

east side  
lexington at 32nd street  
212.213.0600

west side  
west end avenue at  
44th street  
212.201.9840

east side  
third avenue at 55th street  
212.608.7703

west side  
west end avenue at  
64th street  
212.201.9640

SAMPLE IMPRINT

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[www.ethanallen.com](http://www.ethanallen.com) Free design service. Affordable financing. Free local delivery. Everyday best pricing. ©2006 Ethan Allen Global, Inc.

# Hurry up

*and relax. Settling on the ultimate sauce recipe takes time.*



The New Country by Ethan Allen  
Farmhouse Table.

Family-sized, seats up to 10. \$1099

Fresh. Modern. Casual.

It's **ETHAN ALLEN**, redefined.

east side  
lexington at 32nd street  
212.215.0600

west side  
west end avenue at  
64th street  
212.201.9840

east side  
third avenue at 55th street  
212.608.7703

west side  
west end avenue at  
64th street  
212.201.9840

SAMPLE IMPRINT

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# This offer good

*for bonus snoozes and unabashed procrastination.*



The Tango Louver Bed. Metro-chic design. Remarkably priced. Queen, only \$799  
Fresh. Modern. Casual.

It's **ETHAN ALLEN**, redefined.

east side  
lexington at 32nd street  
212.213.0600

west side  
west end avenue at  
44th street  
212.201.8840

SAMPLE IMPRINT

east side  
third avenue at 55th street  
212.068.7703

west side  
west end avenue at  
64th street  
212.201.9640

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# Going fast

*is not always a good thing. Slow down and catch up  
on a sofa that has your name written all over it.*



The Hampton Slipcover Sofa.  
Custom-crafted comfort. Available in four colors. \$1299  
Fresh. Modern. Casual.

It's **ETHAN ALLEN**, redefined.

west side  
ledington at 32nd street  
31.2.215.0600

west side  
west end avenue at  
5th street  
31.2.201.8840

SAMPLE IMPRINT

east side  
third avenue at 65th street  
31.1.006.0703

west side  
west end avenue at  
64th street  
31.2.201.9840

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# Act now

*to fulfill your destiny as chef dad extraordinaire of all things pancake.*



## The New Country by Ethan Allen China Cabinet.

Antiqued sliding glass doors and brass details. \$2299

Fresh. Modern. Casual.

It's **ETHAN ALLEN**, redefined.

east side  
lexington at 32nd street  
212.213.0600

west side  
west end avenue at  
44th street  
212.201.9840

east side  
third avenue at 55th street  
212.087.0300

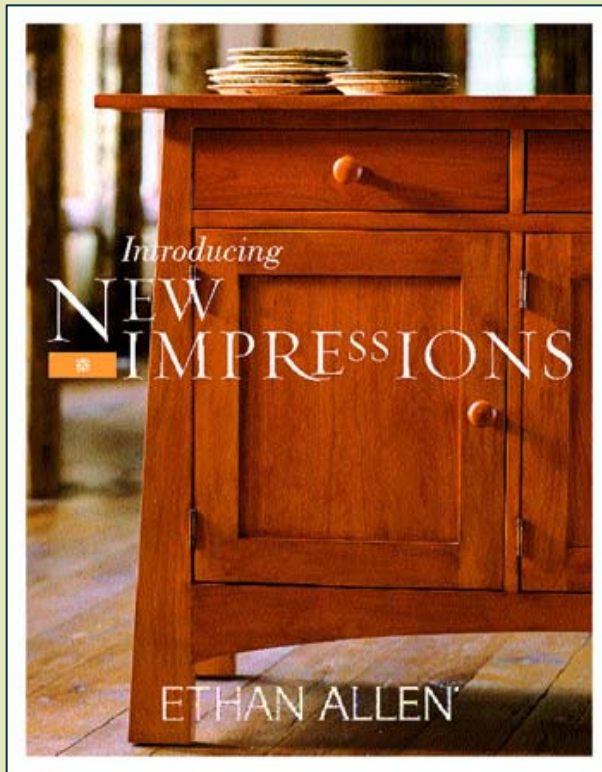
west side  
west end avenue at  
64th street  
212.201.9640

SAMPLE IMPRINT

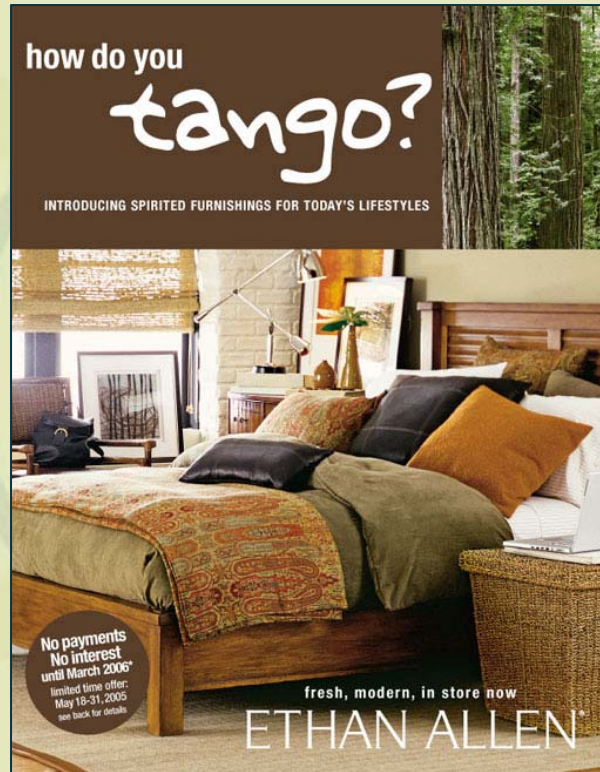
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[www.ethanallen.com](http://www.ethanallen.com) Free design service. Affordable financing. Free local delivery. Everyday best pricing. ©2006 Ethan Allen Global, Inc.

# Newspaper Inserts

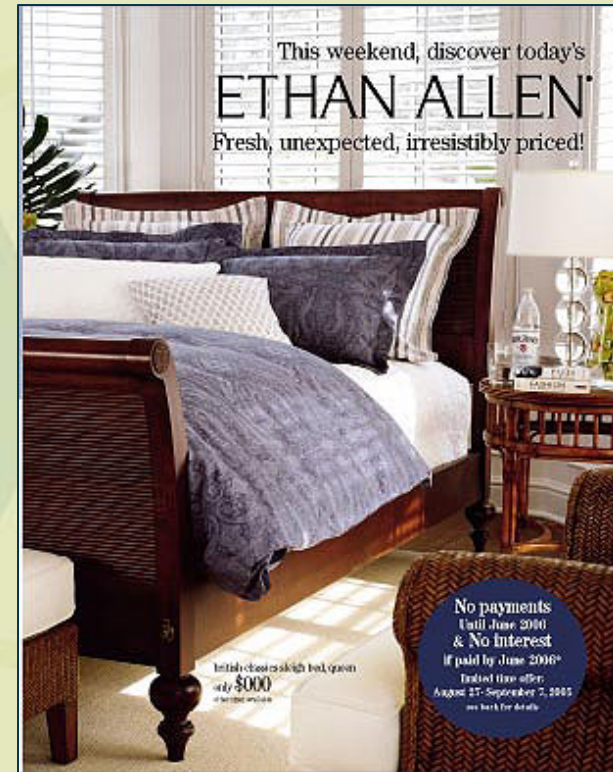
## President's Day



## Memorial Day



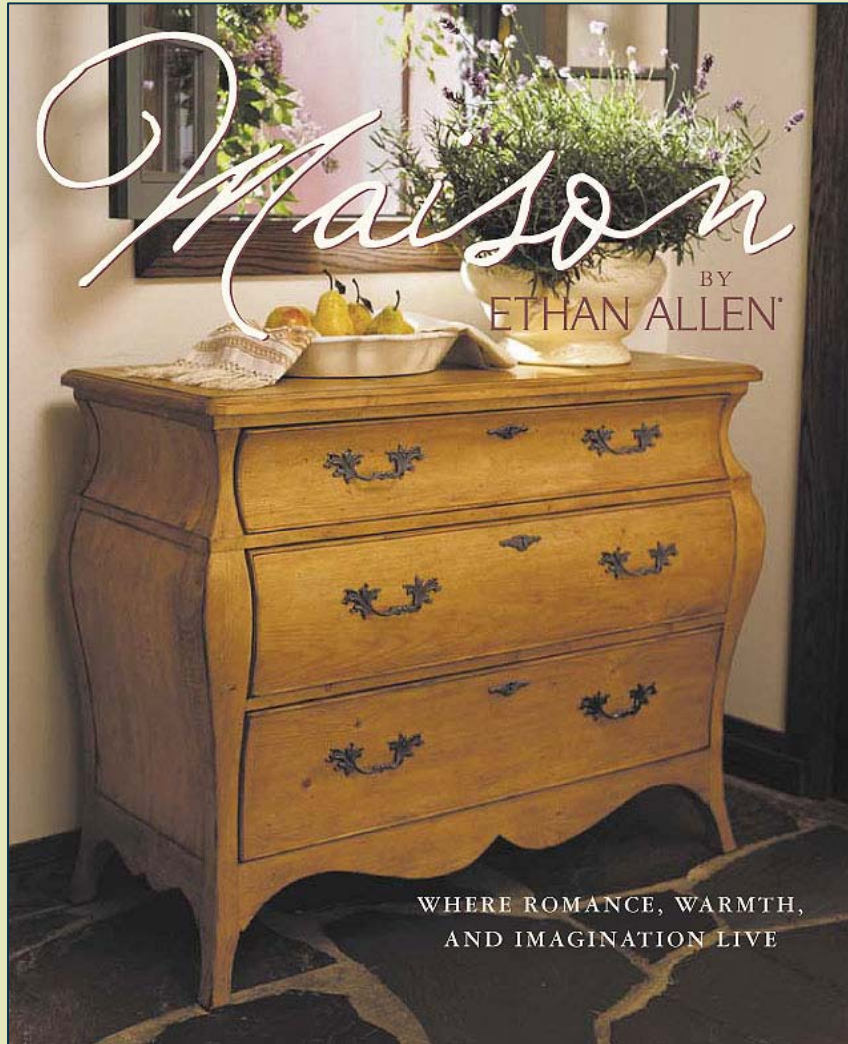
## Labor Day



# Marketing Support

- Style Book
  - January 2006 launch
- Radio
  - :10 radio tags
  - :60 commercials
- Postcards
  - Library of relevant topics
- Accents Brochure
- Kids Brochure
- Chicago PR campaign

# Maison Marketing Plan



November 2005:

- Brochure
- Introductory Postcards
- Print Campaign
- Newspaper Insert
- Preferred Customer Event
- Radio Announcement

# Maison Marketing Materials

## The beguiling spirit of Provence

A SUN-DRENCHED SATURDAY MORNING ILLUMINATES THE ARRAY OF TREASURES ON DISPLAY FOR SALE AND ADMIRATION AT THE CHARMING ANTIQUE STORES AND FLEA MARKETS THAT PEPPER THE QUANT VILLAGES OF SOUTHERN FRANCE. INFLUENCED BY THE MAGNIFICENT HILLOUETTES, PATINAS, AND FINISHES OF 18TH CENTURY CRAFTSMANSHIP, MAISON BY ETHAN ALLEN FEATURES SIMPLY ELEGANT DESIGNS THAT CAPTURE THE CHARM AND CELEBRATE THE LUMINOUSITY OF THE COUNTRYSIDE THAT INSPIRED IT.



*upholstery*

Our new classic collection was inspired by the French Provencal designs that were created during the reigns of Louis XV and Louis XVI. The generous lines and ornate carvings of this rococo style have been tempered by silhouettes that are both beautiful and functional—a seductive, streamlined formal for today's lifestyles. Authentic scaling



*finishes*

and a primary finish influenced by the look of finely aged antiques enhance the provincial flavor of the collection.

The warm, brown Rustic Cherry finish possesses an unparalleled clarity that allows the grain of the wood to radiate through. A fresh, glazed white finish available with or without hand-painted details and a new French Gray finish are also available on select pieces.



*fabrics*



Paying homage to the evolution of Louis XV rococo styling is this Wheatbeck Air Chair. Its rush seat makes this lightly scaled shape truly provincial. Center-turned front legs with a cabriole at the bottom reiterates the design's country attitude. Also available with upholstered slipseat.

# Maison Marketing Materials

*revel in refinement*

DURING THE 18TH CENTURY, WROUGHT-IRON GATES AND DETAILING WERE COMMONPLACE IN PROVENCE'S AFFLUENT HOMES. THE METAL POSSESSED BOTH STRENGTH AND GRACE AND COULD BE MANIPULATED IN A WAY THAT WAS AESTHETICALLY PLEASING. DURING THE REIGN OF LOUIS XV, WROUGHT-IRON DESIGNS FEATURED SOFTER LINES, LIKE THE GRACIOUS SCROLLS SHOWN ON OUR HAND-FORGED BED WITH ANTIQUED STEEL FINISH.

An elegant breakfront shape and fan carving make this transitional styled dresser a breathtaking silhouette. Available in both the Rustic Cherry and White finishes.



Lazy weekdays curled up with a classic are the perfect backdrop for works of art like the Microso chaise. Generously proportioned, this curvaceous form is well-suited for either a bedroom or living room and is available with a turn leg, a kickpleat seat, or button fringe.



# Maison Marketing Materials



**Sleigh Bed 37-5641**  
Twin 42 1/2" x 80 1/2" \$1099.  
Full 51 1/2" x 80 1/2" \$1299.  
Queen 64 1/2" x 80 1/2" \$1499.  
King 80 1/2" x 80 1/2" \$1999.  
Cal. King 76 1/2" x 80 1/2" \$1999.  
Headboard height: 54". Footboard height: 35". Finishes: 357, 656.

**Sleigh Bed with Low Footboard 37-5642**  
Twin 42 1/2" x 80 1/2" \$1099.  
Full 51 1/2" x 80 1/2" \$1199.  
Queen 64 1/2" x 80 1/2" \$1299.  
King 80 1/2" x 80 1/2" \$1499.  
Cal. King 76 1/2" x 80 1/2" \$1499.  
Headboard height: 58". Footboard height: 31". Finishes: 357, 656.

**Wood Bed 37-5630**  
Twin 42 1/2" x 81 1/2" \$999.  
Full 51 1/2" x 81 1/2" \$1199.  
Queen 64 1/2" x 81 1/2" \$1299.  
King 80 1/2" x 81 1/2" \$1499.  
Cal. King 76 1/2" x 81 1/2" \$1499.  
Headboard height: 58". Footboard height: 31". Finishes: 357, 656.

**Iron Bed 37-5633**  
Queen 68 1/2" x 83 1/2" \$1799.  
King 76 1/2" x 83 1/2" \$2099.  
Cal. King 72 1/2" x 83 1/2" \$2099.  
Headboard height: 53". Footboard height: 30 1/2". Finish: 127.

**Hand Decorated Armoire 13-5425**  
66 1/2" x 28 1/2" x 84 1/2". Interior has shelves and two adjustable shelves and two top drawers. Bottom opens with concealed front. Top shelf with solid and floating canopy. Flared ornate pilasters. Simulated legs. Removable back panel with wire access holes. Center back support leg. Lenders: \$2999. Finish: 674.  
Also available Armoire 13-5426. Finishes: 357, 656.



**Ladderback Armoire 37-5474**  
28 1/2" x 20 1/2" x 41 1/2". Seat height 18 1/2". Arm height 25 1/2". \$699.  
**Ladderback Side Chair 37-5481**  
21 1/2" x 25 1/2" x 40 1/2". Seat height 18 1/2". Upholstered top seat. Curved back rail. \$259. Finishes: 357, 656.



**Ladderback Armoire with wire seat 37-5474**  
28 1/2" x 20 1/2" x 41 1/2". Seat height 17 1/2". Arm height 25 1/2". \$699.  
**Ladderback Side Chair with wire seat 37-5481**  
21 1/2" x 25 1/2" x 40 1/2". Seat height 17 1/2". Curved back rail. Soft seat. Hand-woven seat is removable. \$249. Finishes: 357, 656.



**Wheatback Armoire with slip seat 37-5430A**  
23 1/4" x 20 1/2" x 39 1/2". Arm height 20". Seat height 17". \$699.  
**Wheatback Side Chair with slip seat 37-5430B**  
20" x 20 1/2" x 38 1/2". Seat height 17". Curved back spindles. Curved design top. Tapered stretchers. Upholstered slip seat. \$259. Finishes: 357, 656.



**Wheatback Armoire with woven seat 37-5430A**  
23 1/4" x 20 1/2" x 39 1/2". Arm height 20". Seat height 18". \$699.  
**Wheatback Side Chair with woven seat 37-5430B**  
21" x 20 1/2" x 38 1/2". Seat height 18". Curved back spindles. Curved design top. Tapered stretchers. Hand-woven seat. Removable. \$249. Finishes: 357, 656.



**Bistro Armoire 13-6723A**  
23 1/2" x 18 1/2" x 37 1/2". Seat height 18". \$599.  
**Bistro Side Chair 13-6723B**  
22 1/2" x 18 1/2" x 37 1/2". Seat height 18". Forged iron with tapered details. Woven metal seat. Plastic glides. Not intended for outdoor use. \$399. Finish: 127.



**Door Chest 37-5414**  
33 1/2" x 18 1/2" x 64 1/2". Four drawers. Adjustable shelf behind double raised panel doors. Charcoal finish. Lenders: \$1699. Finishes: 357, 656.



**Tall Chest 37-5422**  
50 1/2" x 20 1/2" x 48 1/2". Seven drawers. Small concealed on-board edge apron. Charcoal finish. Lenders: \$1699. Finishes: 357, 656. Also available: **Hand Decorated Tall Chest 13-5428**. Finish: 674.



**Hand Decorated Bombe Chest 13-5421**  
42 1/2" x 18 1/2" x 32 1/2". Hand decorated. Curved roses. Three drawers. \$899. Finish: 674.



**Dresser 37-5415**  
50 1/2" x 23 1/2" x 60 1/2". Break front design. Curved fan in reflection. Three drawers. Ornate side panels with cast-iron legs. Jewelry tray in top right drawer. \$1699. Finishes: 357, 656.  
**Mirror 37-5416**  
33 1/2" x 24 1/2" x 47 1/2". Curved fluted in top panel. Top molding is full return. Beveled glass mirror. \$449. Finishes: 357, 656.



**Three Drawer Chest 37-5496**  
27 1/2" x 17 1/2" x 28 1/2". Cabinet legs. Three drawers. Charcoal finish and top. Finished base. \$699. Finishes: 357, 656.



**Ladderback Barstool 37-5420**  
19 1/2" x 21 1/2" x 48 1/2". Seat height 20". \$299.  
**Ladderback Counter Stool 37-5421**  
19 1/2" x 21 1/2" x 48 1/2". Seat height 26". Hand-woven seat is removable. Curved back rail. Cabinet leg. \$279. Finishes: 357, 656.



**Wheatback Barstool 37-5422**  
19 1/2" x 20 1/2" x 48 1/2". Seat height 20". \$299.  
**Wheatback Counter Stool 37-5421**  
19 1/2" x 20 1/2" x 48 1/2". Seat height 26". Hand-woven seat is removable. Flared top. Curved back spindles. Tapered stretchers. \$279. Finishes: 357, 656.



**China Cabinet 37-5418**  
61 1/2" x 17 1/2" x 62 1/2". Milforded glass doors and side panels. Three adjustable wood framed glass shelves with slide grooves. Reversible opening in top. \$1299.  
**Baker's Rack 37-5428**  
60 1/2" x 18 1/2" x 35 1/2". Two raised panel doors in dividers. Top panel flared center glider between doors. Right side has one adjustable shelf and utility drawer with aluminum insert. Left side has one adjustable shelf. Curved sides with raised panels. Two raised panel doors. Lenders: \$1499. Finishes: 357, 656, 662.



**Baker's Rack 37-5428**  
61 1/2" x 18 1/2" x 35 1/2". Two raised panel doors and one door. Iron scroll work. Adjustable top. \$1499. \$279. **Baker's Rack 37-5428**  
60 1/2" x 18 1/2" x 35 1/2". Two raised panel doors in dividers. Top panel flared center glider between doors. Right side has one adjustable shelf and utility drawer with aluminum insert. Left side has one adjustable shelf. Curved sides with raised panels. Two raised panel doors. Lenders: \$1499. Finishes: 357, 656, 662.



**Bedstead 37-5433**  
64 1/2" x 18 1/2" x 30 1/2". Three drawers. Curved center panel doors with corner top mold. One adjustable shelf behind each door (two total). One removable "X" panel for wide bottle storage. Lenders: \$1799. Finishes: 357, 656, 662.



**Two Drawer Night Table 37-5415**  
25 1/2" x 20 1/2" x 25 1/2". Two drawers. Cabinet legs. \$299. Finishes: 357, 656.



**Rectangular Dining Table 37-6414**  
42 1/2" x 72 1/2" x 30 1/2". Opens to 112" with five 27" leaves. Scarboard opens. Cherry veneer top with plank effect and stained border. Cabinet legs. UV protective top coating. \$1299. Finish: 357.



**60" Round Dining Table 37-6434**  
58 1/2" x 58 1/2" x 30 1/2". Opens to 70" across. 20" leaf. \$1199.  
**48" Round Dining Table 37-6413**  
48 1/2" x 48 1/2" x 30 1/2". Opens to 52" across. 18" leaf. Cherry veneer top with cherry veneer sides. Iron metal base. \$999. Finish: 357.



**42" Square Top Bistro Table 13-6124**  
42 1/2" x 42 1/2" x 30 1/2". Also available: **42" Square Top Bistro Table 13-6725**  
37 1/2" x 37 1/2" x 29 1/2". Natural stone hand made mosaic top. Powder finish metal base. Iron metal feet. Plastic glides. \$300. Finish: 127.



**Spaldback Armoire 37-6490A**  
88 1/2" x 24 1/2" x 42". Seat height 19 1/2". Arm height 25 1/2". \$699.  
**Spaldback Side Chair 37-6490B**  
21 1/2" x 24 1/2" x 42". Seat height 19 1/2". Upholstered top seat. Curved back rail. Cast iron and wood back splat. \$249. Finishes: 357, 656.



**Chest 37-6451**  
58 1/2" x 16 1/2" x 30 1/2". Three top drawers. Three side drawers. Three file drawers across the bottom. Looking center file drawer. \$1699. Finish: 357.



**Bombé Chest 37-6403**  
49 1/2" x 17 1/2" x 38 1/2". Three drawers with curved fronts. Stillatory corner drawer pulls and matching hook key hole escabeaux pulls. \$1099. Finish: 417.



**Coffee Table 37-6490**  
48 1/2" x 32 1/2" x 17 1/2". Shell motif applied to areas. Diamond corners with cabriole legs. Two drawers with simulated drawers on opposite sides. Cherry veneer top with shell effect and raised border. \$299. Finishes: 357, 656.



**Lumpy Side Table 37-6507**  
37 1/2" x 14 1/2" x 30 1/2". Curved front. Charcoal finish. Curved metal side table legs. Slatonine shaped undercushion top. \$299. Finish: 453.

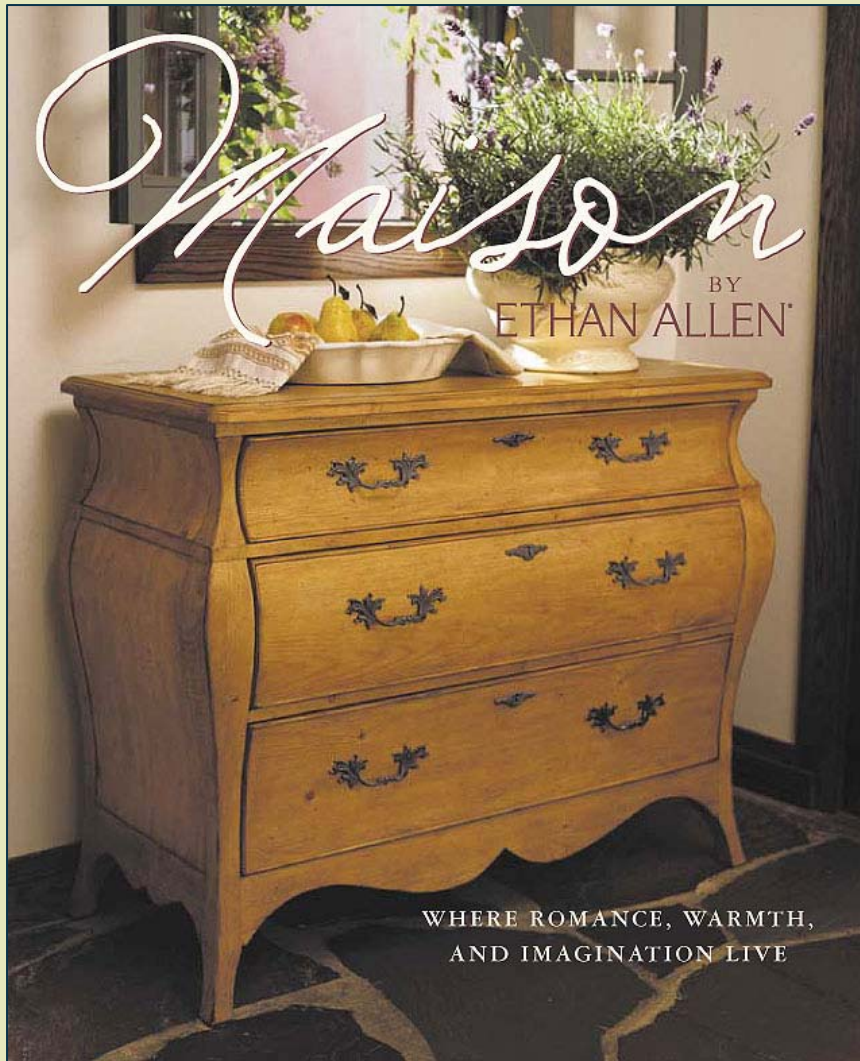


**Curved Console 13-2517**  
66 1/2" x 18 1/2" x 32 1/2". Hand carved areas and cabriole legs. Slatonine shaped undercushion top. \$299. Finish: 453.

## FINISHES

- 127 Pink Iron
- 358 Taupe
- 357 Rustique
- 358 Prairie
- 373 Hilt
- 417 Almond
- 430 Vintage Pine
- 684 Ivory Ivory
- 663 Gray Ivory
- 686 Sandera Painted
- 662 Fresh Gray
- 674 Espresso

# Maison Marketing Plan

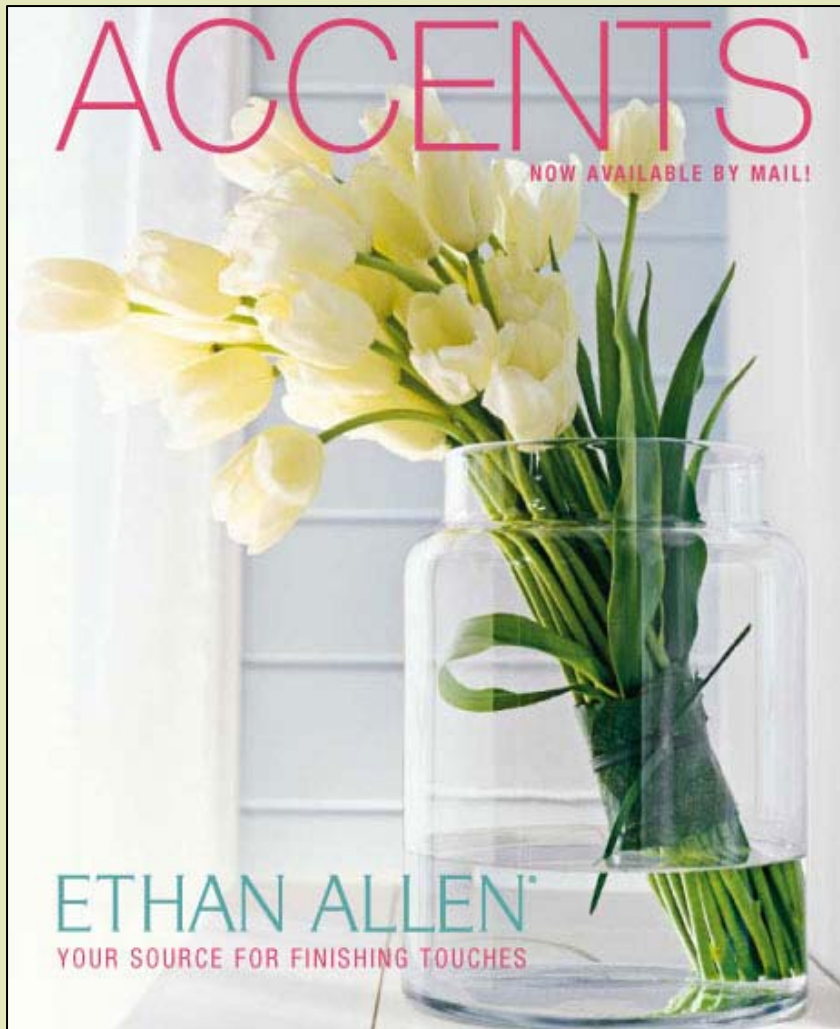


**January 2006:**

- **16-pg. feature in Winter Magazine**
- **Inclusion in new Style Book**
- **Possible “New Classics” TV Spot**



# Accents catalog



- Test-marketed direct order accents catalog
- 4 test markets:
  - Atlanta
  - Nashville
  - San Diego
  - Washington, D.C. / Baltimore
- Utilized direct response mail list + customer file
- 460,000 copies mailed
- 1st flight mailed: May 11
- Next test:

# Accents Mailing Results

- Analyzed one month of transaction results (June)
- 2.5% response rate overall
- 99% of orders placed in store / 1% placed online
- Accent sales grew 11% in test markets
- Total business from mailing
  - 20% accents
  - 80% other (upholstery / case goods)
- Shelf-life: Orders still continuing after 6 weeks

# Internal Marketing

- Associates embrace culture & understand mission
- Breakfast Meetings in Major Markets
- Daily web-based Extranet communication
- Conference Calls
- Annual Convention
- Advisory Meetings



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# Vertical Integration

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# Vertical Integration

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An Ethan Allen Advantage

Redefining and Improving Service  
to the Consumer

# Vertical Integration Advantage

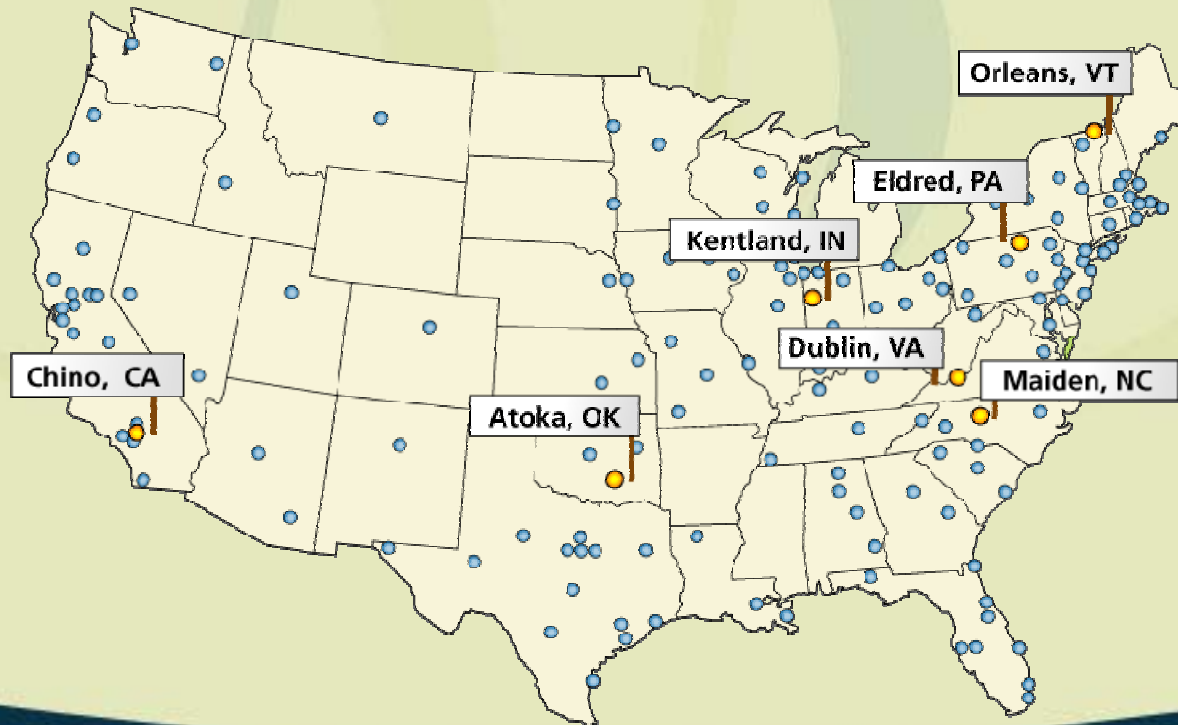
- Ethan Allen Structure
  - From Concept to Customer Satisfaction
    - National Network of Stores
    - National & Local Distribution
    - Integrated Information Systems
    - One Delivered Cost Nationally
    - Everyday Pricing

# Vertical Integration Advantage

- Initiatives to Improve Service
  - Shortening Production Cycle
  - Fabric Inventory
  - Reducing Lot Sizes
  - Multi-plant Engineering
  - Parts Servicing
  - Inventory Management

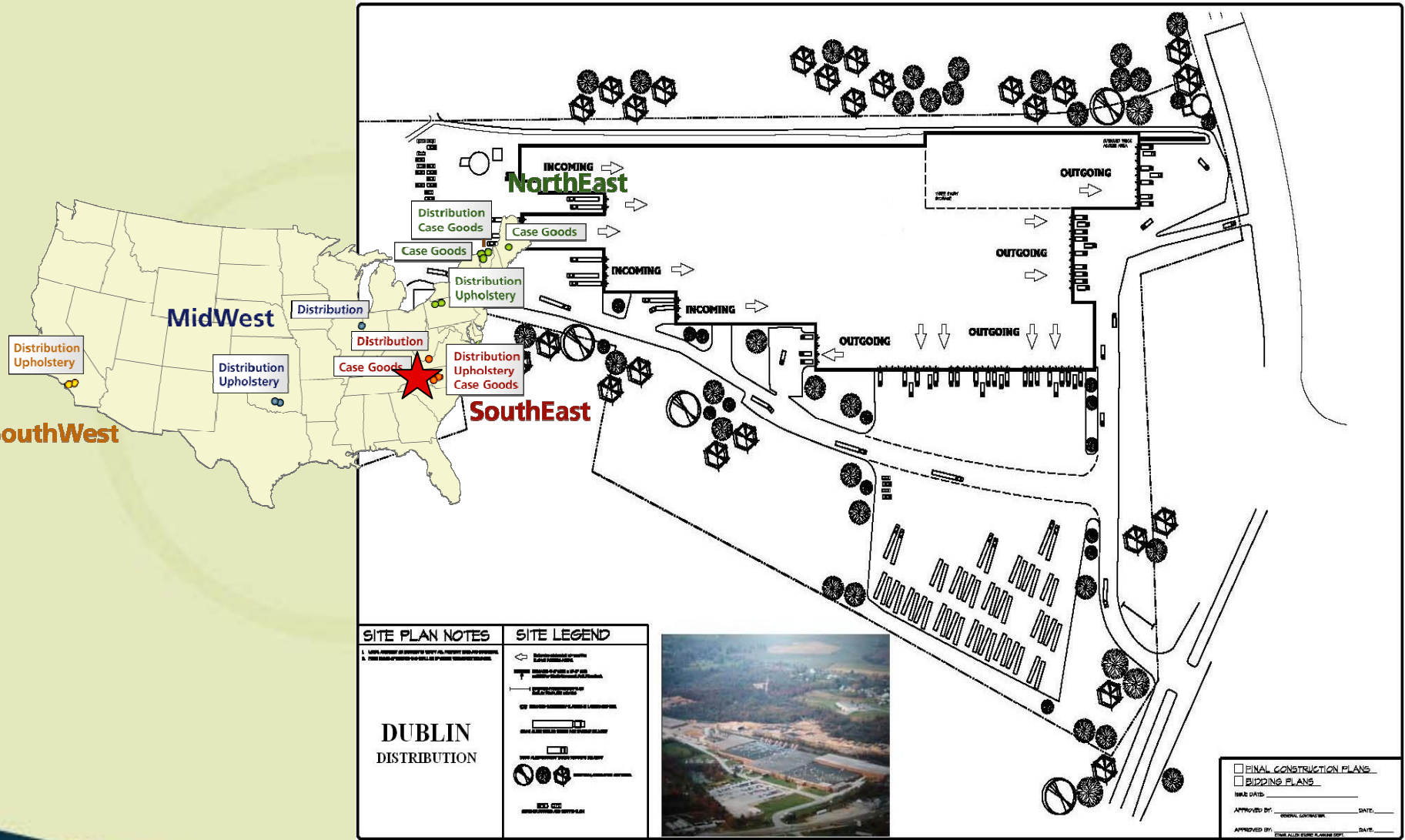
# Vertical Integration Advantage

- Redefining Ethan Allen Distribution System
  - 7 National Distribution Centers
  - 100 Retail Service Centers
  - Improved Information Systems



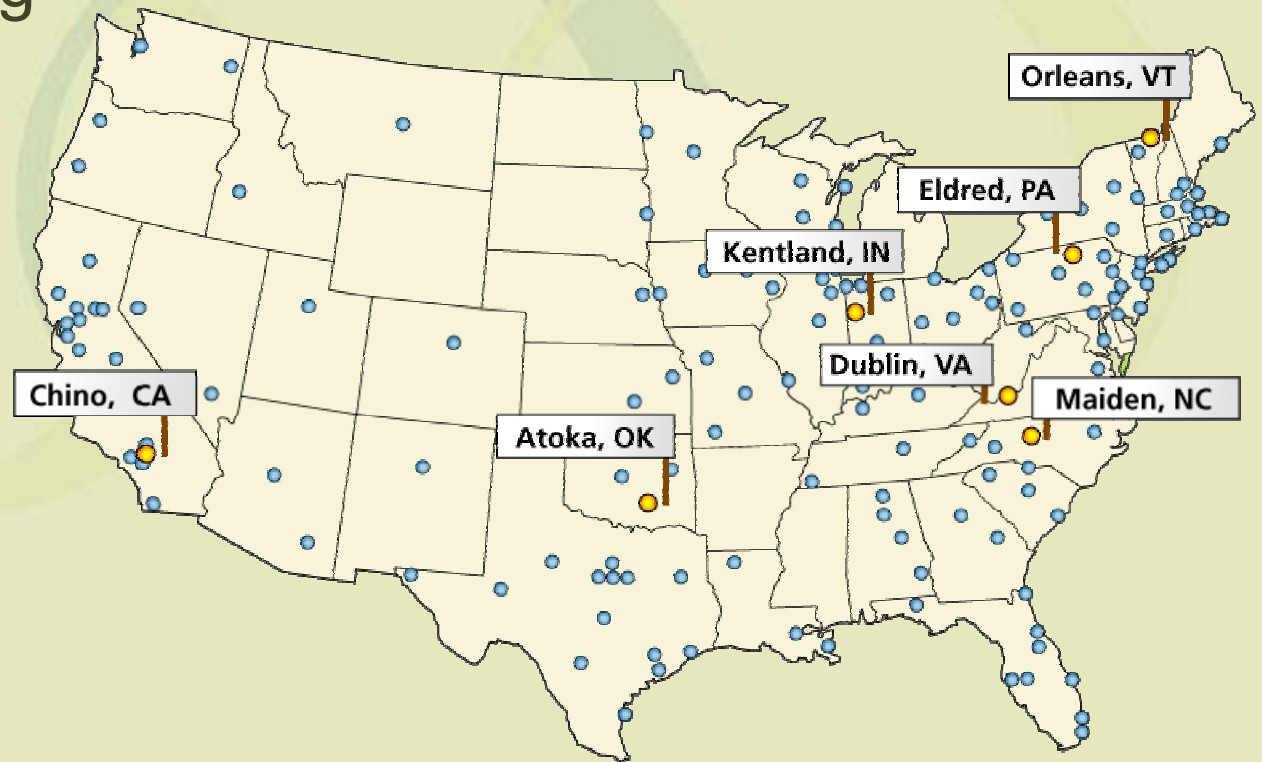


# Vertical Integration Advantage

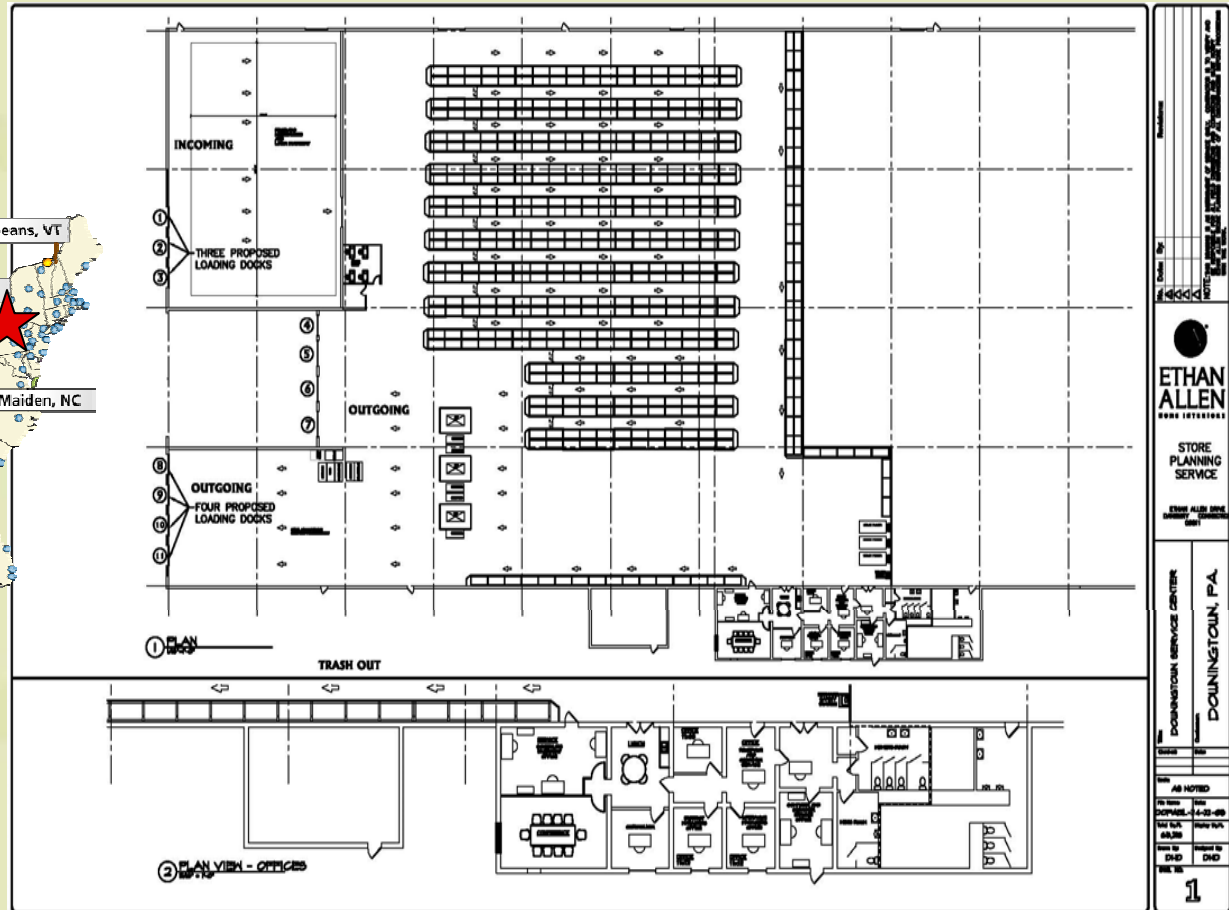
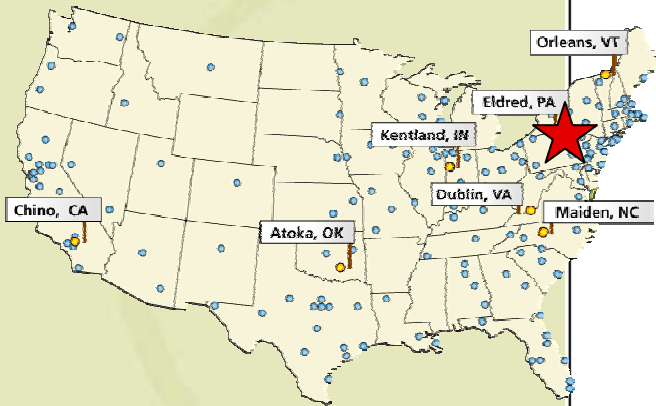


# Vertical Integration Advantage

- Retail Service Center Initiatives
  - Receiving
  - Scheduling
  - Facilities

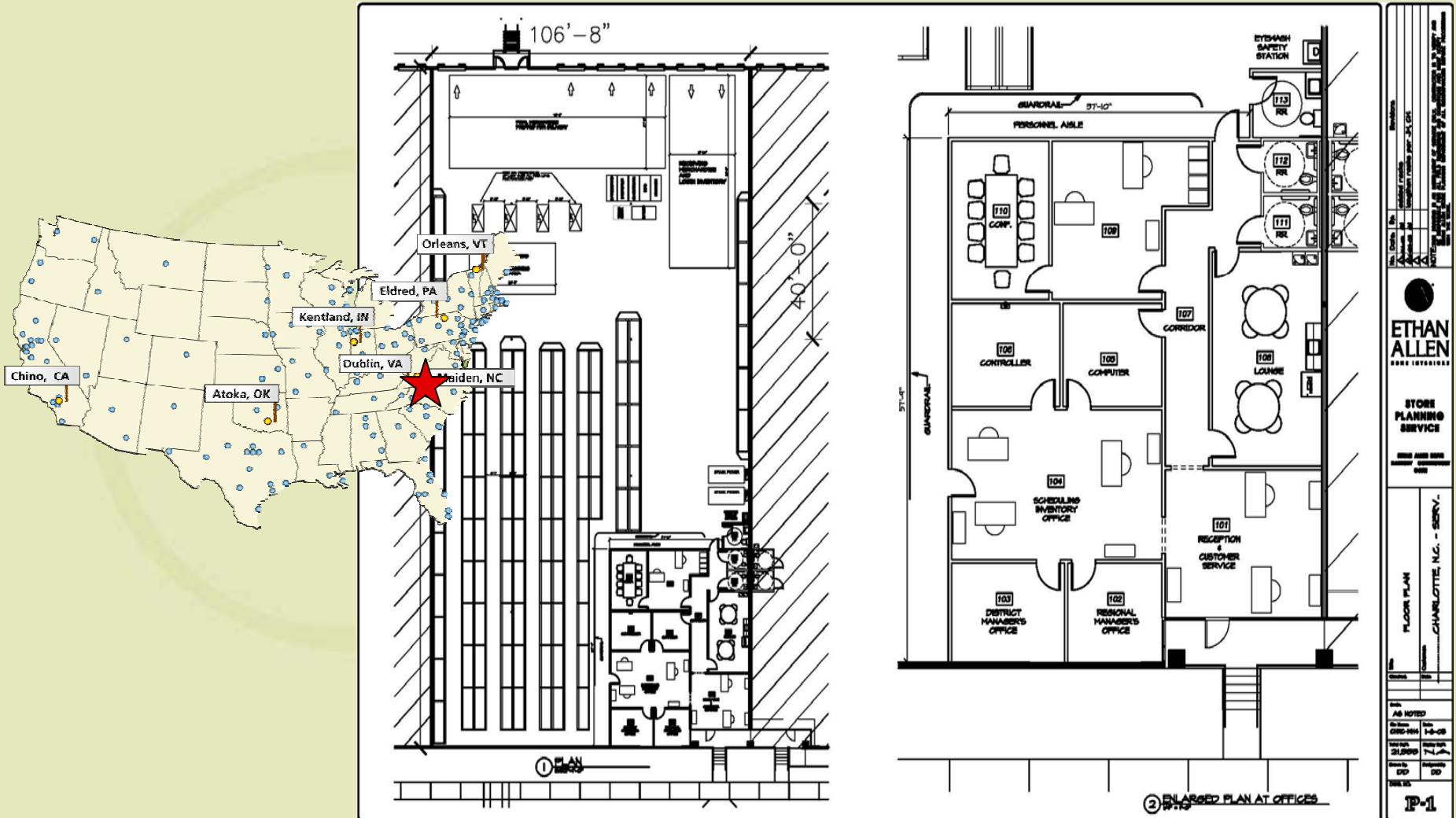


# Vertical Integration Advantage

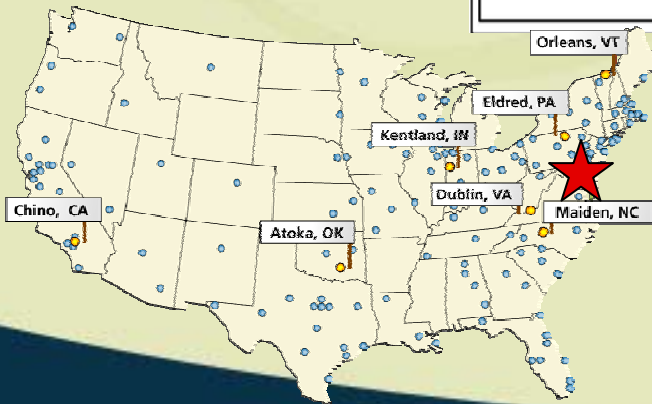
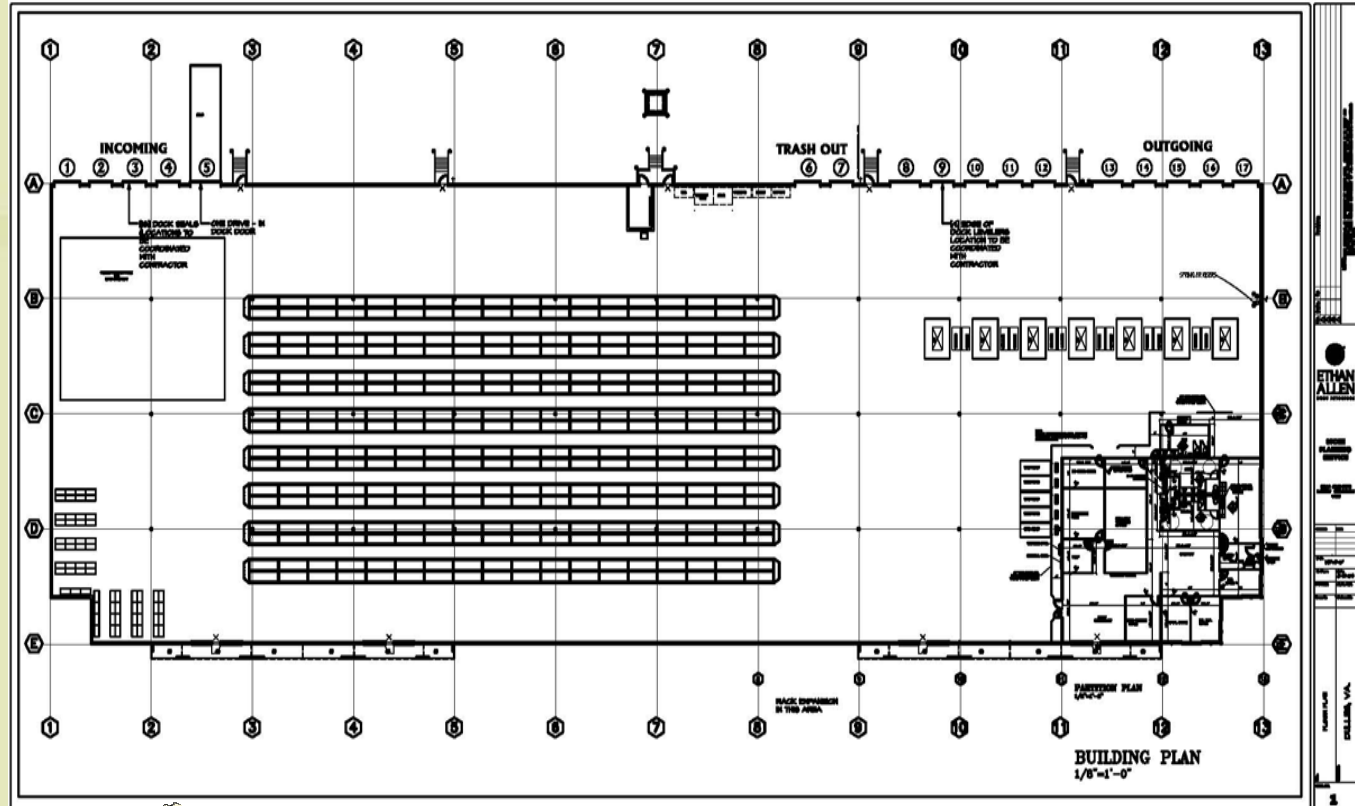


<p><b>ETHAN ALLEN</b> STORE INTERIORS</p>	
<p>STORE PLANNING SERVICE</p>	
<p>ETHAN ALLEN STORE PLANNING SERVICE, INC.</p>	
<p>Downington Service Center DOWNINGTOWN, PA.</p>	
DATE:	REV:
BY:	AS NOTED
CHK'D BY:	DATE: 11-23-09
APP'D BY:	DATE: 11/23/09
DESIGNED BY:	DATE: 11/23/09
DRAWN BY:	DATE: 11/23/09
<p><b>1</b></p>	

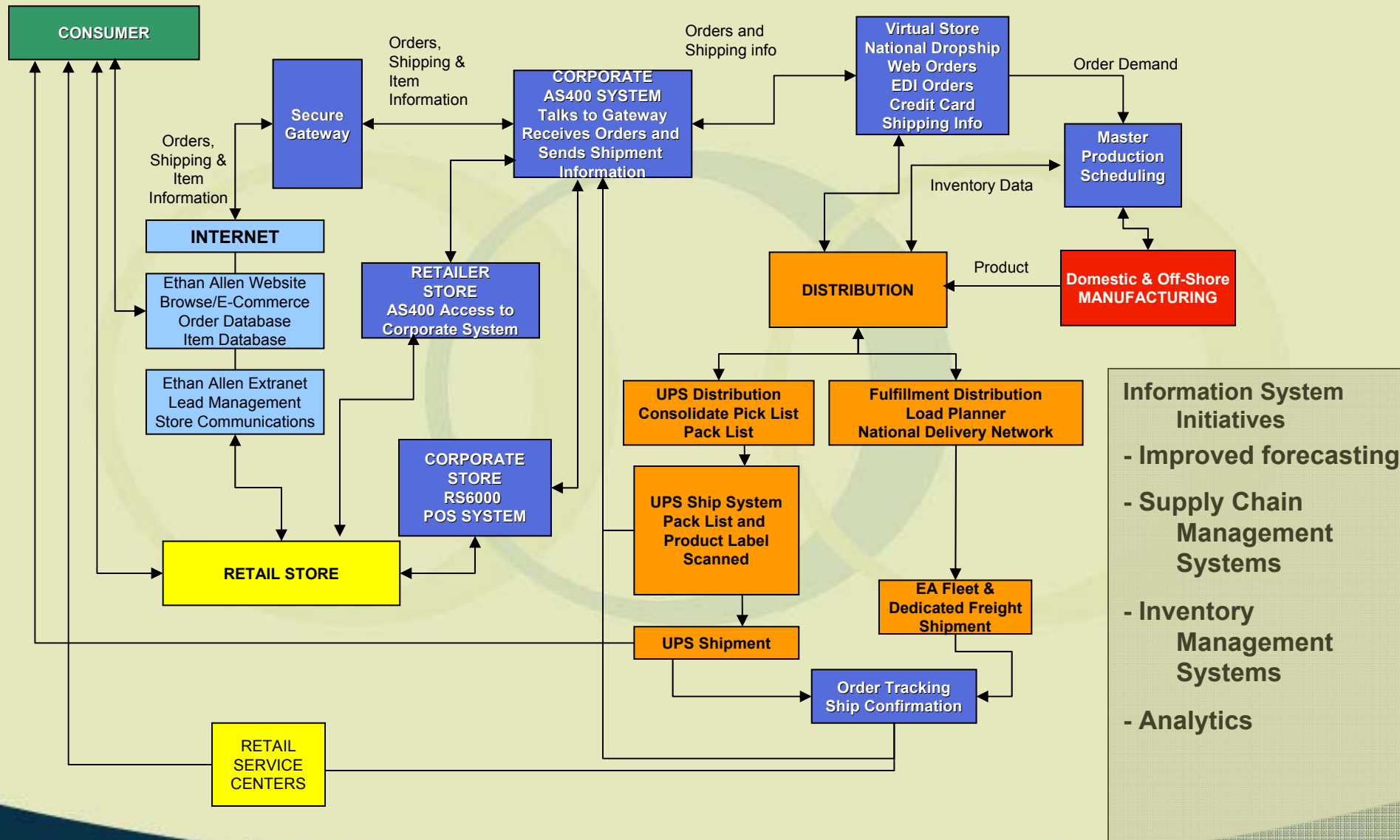
# Vertical Integration Advantage



# Vertical Integration Advantage



# Vertical Integration Advantage



# Vertical Integration Advantage

- Quality – Value - Service
  - Best possible workmanship and materials
  - Control costs to provide great retail values
  - Improved service through faster delivery



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# Retail Redefined

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# Mission Statement

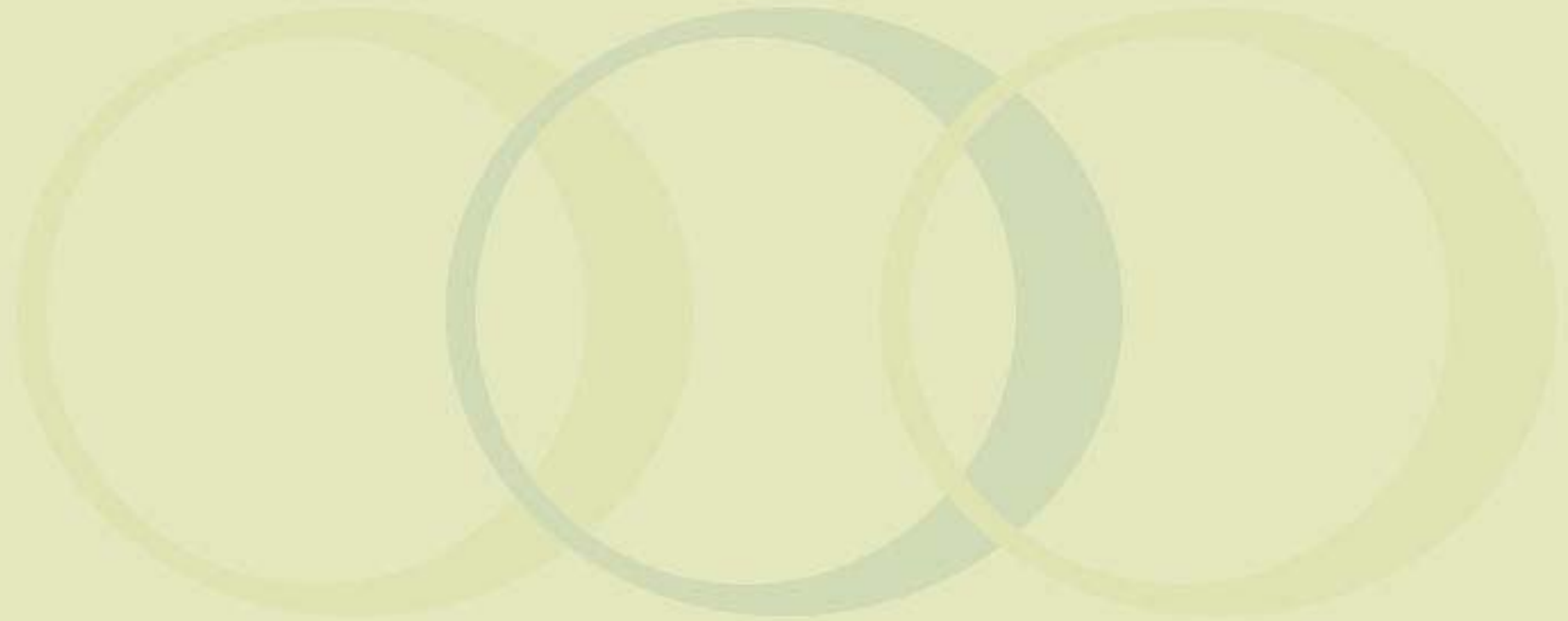
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Implement Ethan Allen programs  
and successfully execute and  
grow the brand at retail

# Implementation at Retail

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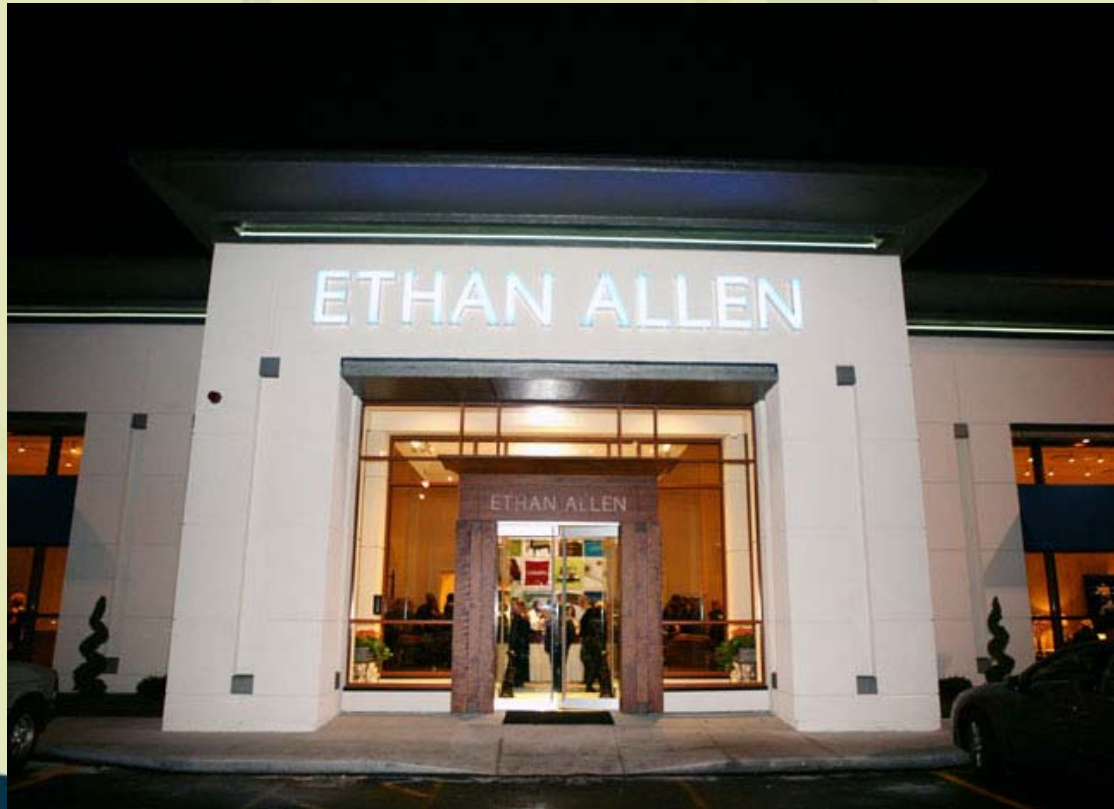
- Store as a Billboard



# Natick, MA

## Six-Months Pre Closing vs Six Months Post Opening

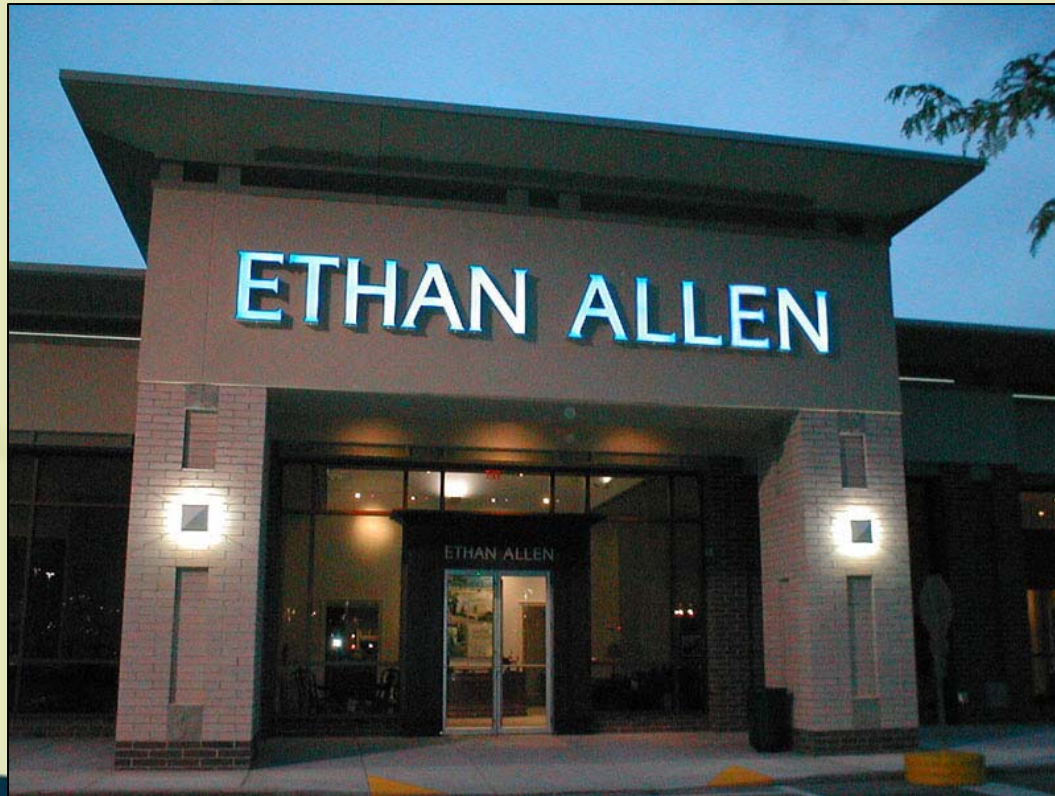
	Sales	Traffic
Natick - Old	4,742,470	14,068
Natick - new 11/03	6,832,653 + 44%	15,719 + 12%



# Avon, OH

## Six-Months Pre Closing vs Six Months Post Opening

	Sales	Traffic
N. Olmsted	812,271	3,372
Avon - 5/04	1,774,165 + 118%	8,357 + 148%



# Naperville, IL

## Six-Months Pre Closing vs Six Months Post Opening

	Sales	Traffic
Wheaton	1,933,527	5,055
Naperville - 1/05	3,242,785 + 68%	11,844 + 134%



# Lombard, IL

## Six-Months Pre Closing vs Six Months Post Opening

	Sales	Traffic
Countryside	1,442,496	4,074
Lombard - 2/05	2,291,070 + 59%	7,912 + 94%



# Implementation at Retail

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- Store as a Billboard
- Inspirational Interiors





ETHAN ALLEN' redefined

realizing potential through innovation



# Implementation at Retail

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- Store as a Billboard
- Inspirational Interiors
- Professionalism at Retail

# Creating a Professional Structure

## 28 Districts

Regional Project Managers (RPM)	6
District Project Managers (DPM)	20
Area Project Managers (APM)	3
Senior Project Managers (SPM)	105
Project Managers (PM)	126
Design Consultants	1200*

\*approximate

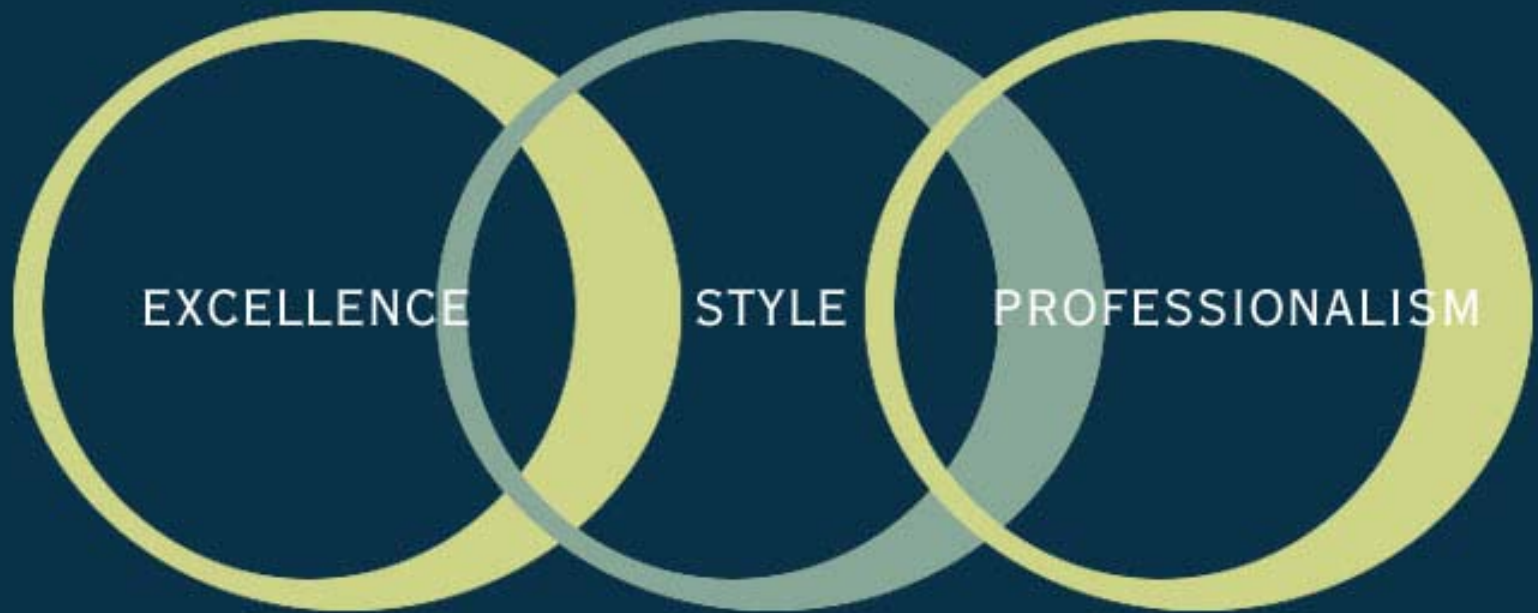


# Implementation at Retail

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- Store as a Billboard
- Inspirational Interiors
- Professionalism at Retail
- Grow Business
- Increased Profitability

# 2005 Annual Investors Conference



ETHAN ALLEN<sup>®</sup> redefined  
realizing potential through innovation

# Ethan Allen Investors Conference

Tuesday, September 13, 2005

**11:15 - 12:15 Break for Store Tour**

Webcast will resume at 12:15 for Questions  
& Answers Session



# Q&A

WITH

CEO FAROOQ KATHWARI

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ETHAN ALLEN INTERIORS, INC