

FOR IMMEDIATE RELEASE



Coalesse® Introduces Joel - a modern reinterpretation of the club chair

San Francisco, CA - Coalesse, a leader in premium live/work furnishings, is pleased to introduce Joel - a modern reinterpretation of the club chair. Traditionally club armchairs have enabled cultivated sociability, important dialogue and decision making to occur in relaxed settings. Joel is modern, yet conscious of that tradition.

Joel offers a fresh alternative for a broad range of live/ work settings today; it is scaled to maximize real estate for both lobby and collaborative settings and also functions beautifully as an executive office/ guest chair.

“Expertly designed by EOOS for Walter Knoll, Joel is original from every angle,” said Tom Dilillo, Coalesse Director of Marketing. The back and seat dominate; lines and curves change with every turn. The double-needle stitching along the back of the chair provides a subtle, yet refined feature, while the two-piece construction beautifully accentuates the form.

Joel boasts an integrated swivel return mechanism allowing users to pivot easily, shift postures and sightlines to coworkers and their information, and then automatically returns the chair to its original position after each use to maintain the setting.

The base comes in a highly-polished, environmentally-friendly trivalent chrome finish.

The Joel product line is simple: one style with limitless fabric and leather options. It is produced in the United States by Coalesse and built to order in 6 weeks. It is available on November 16, 2009 and starts at \$1,400 list in COM.

For more information on Coalesse, please visit www.coalesse.com.

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About Coalesse



Coalesse, a brand of Steelcase Inc., provides premium furnishings suitable for corporate, hospitality, and residential settings. The brand's top talent joins forces with three renowned companies with rich histories – Brayton International, Metro Furniture and Vecta. Coalesse's design team seeks to create the next generation of furnishings for the contemporary workspace and home through a brand new category of products designed specifically for live/work lifestyles. With design headquarters based in San Francisco, Coalesse is dedicated to creating furnishings that fit the constantly evolving way in which people work and live.

About Steelcase, Inc.

Steelcase, a global leader in the office furniture industry, helps people have a better work experience by providing products, services and insights into the ways people work. The company designs and manufactures architecture, furniture and technology products. Founded in 1912 and headquartered in Grand Rapids, Michigan, Steelcase (NYSE:SCS) serves customers through a network of over 600 independent dealers and approximately 13,500 employees worldwide. Fiscal 2008 revenue was \$3.4 billion. Learn more at www.steelcase.com.

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