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Sarasota's Home Resource Selected as the Fritz Hansen Dealer for Florida's West Coast

SARASOTA (November 2, 2010) – Revered Danish furniture designer and manufacturer Fritz Hansen has selected Home Resource of Sarasota as the Florida West Coast dealer for its prestigious collection of furniture designs.

Home Resource, the Gulf Coast's leading retailer of modern and contemporary home furnishings, will carry Fritz Hansen's lines of lounge, dining and office chairs, sofas and tables, including such celebrated classics as the Egg™, Swan™ and Series 7™ chairs by Arne Jacobsen, the PK 22™ chair; the PK 61™ cocktail table by Poul Kjaerholm; and the RIN™ chair by Hiromichi Konno. The 7,000-square-foot showroom will also feature some of Fritz Hansen's newest offerings, including the NAP™ stackable chair by Kasper Salto.

"We are thrilled to be partnering with Fritz Hansen," said Home Resource owner Michael Bush. "Fritz Hansen's design theory is compatible with our store's aesthetic, and by offering products by the likes of Jacobsen, Kjaerholm and Jehs+Laub, we are able to deliver on the level of design excellence and excitement that our customers have come to expect from Home Resource."

The family owned store, located in the Rosemary neighborhood in Sarasota's arts district, is one of only two Florida retailers selected to carry furniture by Fritz Hansen, a 138-year-old company based in Allerød, Denmark. The other Florida store is located in Miami.

ABOUT HOME RESOURCE

Home Resource is the premier contemporary furniture retailer on Florida's Gulf Coast, serving Sarasota, Manatee, Pinellas and Hillsborough counties and surrounding areas. Based on years of experience in both the residential and commercial field, Home Resource was established in 1995 and has been owned by Kathy and Michael Bush since 2003. Showcasing the latest designs from around the globe, the design team of Home Resource creates the sophistication and contemporary flair that reflects its customers' lifestyles. Home Resource is recognized for its unwavering commitment to customer satisfaction, stellar client reviews and ability to present interior design as a state of mind, not just objects in a room. The showroom is located at 741 Central Avenue, Sarasota, FL 34236.

For more information, please visit www.homeresource.com.

ABOUT FRITZ HANSEN

The history of the Danish design studio began in Copenhagen on October 24, 1872, when founder Fritz Hansen registered as a cabinetmaker. He started with furniture details, making such items as armchair feet, balusters and metal frames. In the early 1930s, he expanded into high quality industrial furniture. The company entered a new level in 1934, when it began its creative partnership with Danish furniture design icon Arne Jacobsen, one of the most prominent representatives of functionalism, and designer of furniture, interiors, fabrics, glass and metal goods. This cooperation resulted in three visionary chairs: Ant™ in 1952, and Egg™ and Swan™ in 1958. For more information on Fritz Hansen, please visit www.fritzhansen.com.

For more information about Home Resource, or to schedule an interview with Michael Bush, please contact Sheila Longo at (941) 355-3006 or sheila@thomasbrannan.com