



OFM, Inc.
FOR IMMEDIATE RELEASE
February 15, 2010

PRESS RELEASE

Contact: Alison Beckwith, 301-699-0148, abeckwith@ofminc.com

OFM Office Furniture Newest YouTube Star?

Soaring to over 17,000 views, demo videos turn out to be more popular than expected

HOLLY SPRINGS, N.C. — OFM, one of the leading office and school furniture manufacturers, distributors and wholesalers, says its new product informational videos on YouTube turned out to be more popular than expected. Aimed towards both end users and dealers to showcase OFM's furniture products, the videos have been collectively viewed more than 17,000 times over the last seven months.

“We put the videos on YouTube because we thought they'd be helpful to our dealers and end users with their purchasing decisions and orders,” says Abel Zalberg, founder and CEO of OFM who has been working in the furniture manufacturing business for over 25 years. “What we've found is that people from all walks of life are viewing them.”

On OFM's YouTube channel are 87 videos featuring more than 300 different products including over 100 different models of office and school chairs, 20 models of desks/tables, and dozens of storage solutions. The videos highlight specific product features to provide OFM's dealers and end users with the experience of buying furniture as if they were actually right in the showroom.

Staff at OFM say the feedback from their dealer base has been overwhelmingly positive and that they hope to continue adding new videos as OFM's product line expands. Those videos which have received the most views to date each include demos on the Power Rest Executive Recliner and the Computer Presentation Stand.

“What we've done is very unique in the industry,” adds Zalberg. “And I think we'll start seeing a trend among office and furniture companies who will also take this approach in the near future.”

Visit OFM's YouTube channel at: <http://www.youtube.com/OFMINC>

About OFM, Inc.

Founded in 1995, OFM is a family-owned office and school furniture distributor and wholesaler with headquarters in Holly Springs, N.C. and operations in Phoenix, Ariz., and Taiwan. OFM contracts with manufacturers in Mexico, Taiwan and China to design furniture and products that meet the highest industry standards. It specializes in providing affordable, quality furniture through a dealer network to businesses, government offices, health care and educational facilities. OFM products are sold through a variety of retailers, mail-order catalogs and online dealers including Officefurniture.com, Corporate Express, and National Business Furniture. To learn more, visit: <http://www.ofminc.com>.