



85 MOMENTS IN TIME through La-Z-Boy history.

1. March 24, 1927...A partnership forms the Kna-Shoe Manufacturing Company.

6. Airplane parts, crash pads, and tank seats manufactured for WWII. 1940's



2. The invention of a wood slat chair sweeps the world off its feet. 1928

4. First ad slogan "Recline, Relax and Recuperate!" 1930's

5. The 40's started significant advertising with over 100 "Relax with La-Z-Boy" billboards dotting major roads.

3. Initial product names included: Sit-N-Snooze, Slack-Back, La-Z-Boy. 1929

7. Floral City Furniture officially changes its name to La-Z-Boy Chair Company. 1941

8. "The Ottomatic" chair features a built-in automatic ottoman. 1940's

10. La-Z-Boy's chair first appeared on National TV on NBC's "Club 60". 1957

11. The initial game show appearance came on "The Big Show Payoff". 1958

12. Designed the "Cadillac-Satellite" a one-of-a-kind mink upholstered loveseat on wheels. 1959

18. Reclining sofas, sleepers and modulares introduced. 1969

19. Space-saving "Sofette" introduced. 1969

31. Back Jack leisure seat introduced. 1980

21. TV, film and radio star Jim Backus is named spokesperson. 1970

22. Jim Backus records over 15,000 ads and earns a spot in the Guinness Book of World Records. 1970's

23. National Home Furnishings "Innovator" Award - SOFETTE.® 1970

24. Introduces a new swivel and reclining office furniture. 1970

25. La-Z-Boy unveils its first power chair. 1970

34. The original La-Z-Boy factory becomes an on-site museum. 1984

38. First listed on the New York Stock Exchange. 1987

39. La-Z-Boy acquires Kincaid Furniture. 1988

43. La-Z-Boy participates in the Tournament of Roses Parade. 1990

44. New tagline "We Make the

9. La-Z-Boy builds headquarters in Monroe, MI. 1941

13. Newton, Mississippi plant opens. 1960

14. New tagline "The most comfortable part of her day". 1960

15. The iconic Reclina-Rocker debuts. 1961

16. The first and only 3-position footrest. 1965

17. Bing Crosby named the company's first celebrity spokesperson. 1967

20. First TV spot airs featuring Ed McMahon on "The Tonight Show". 1969

26. Football greats Don Shula and Bo Schembechler endorse products. 1970's



27. Largest manufacturing facility opens in Dayton, TN. 1973

28. "Broadway" Joe Namath is named spokesperson. 1972

29. The wall recliner hits showrooms. 1975

30. The first Showcase Shoppes® opens. 1975

32. Alex Karras and Emmy winner Susan Clark become new spokespeople in 1982.

33. First stationary sofas introduced. 1983

35. "Jake Jr." 190 pound test dummy unveiled. 1983

36. Opens only accredited testing facility in the industry. 1985

41. The first La-Z-Boy Furniture Galleries opens in Las Vegas. 1989

42. Edward M. Knabusch inducted into the American Furniture Hall of Fame. 1989

Rooms That Make a Home". 1990's

37. La-Z-Boy acquires Hammary Furniture. 1986

45. Edwin J. Shoemaker inducted into the American Furniture Hall of Fame. 1992

46. The Patrick H. Norton scholarship fund established at High Point University. 1992

47. Partners in the EPA's "Green Lights" program to conserve energy. 1994

49. Hammary receives Pinnacle Award for Ducks Unlimited Collection. 1996

48. La-Z-Boy acquires upholstery manufacturer England. 1995



52. Wendell and Al sing "Wouldn't It Be Lovely" from "My Fair Lady". 1997

50. Kincaid Furniture celebrates its 50th anniversary. 1996

55. Kincaid and La-Z-Boy introduce the Thomas Kinkade Collection. 1998

58. Carlyle chair wins BH&G's Better by Design award. 1999

59. La-Z-Boy acquires American Drew, Lea and Bauhaus. 2000

61. X-Ray technology introduced to eliminate wood imperfections. 2000

63. La-Z-Boy in famed gift baskets at the 74th Academy Awards in 2001

64. Lea introduces La-Z-Boy Kidz. 2002

66. TV's "Friends" cast design and auction recliners for charity. 2003

67. The Todd Oldham Collection introduced. 2004

68. Kincaid and England roll out stand-alone stores. 2004

72. La-Z-Boy Eco exceeds 50 million pounds of re-used/recycled materials. 2008

77. "Live life comfortably" campaign featuring Brooke Shields is launched. 2010

73. The stylish Arc Handle is introduced. 2008

78. 500th Comfort Studio opens in Grand Home Furnishings, Beckley, WV. 2010

82. XZipit recliners show their team spirit. 2011

83. La-Z-Boy introduces the PowerReclineXR. 2011

51. La-Z-Boy Chair Company becomes currently known La-Z-Boy Incorporated. 1996

53. La-Z-Boy hits \$1 Billion in total sales. 1997

54. la-z-boy.com goes live. 1998

56. In-Home Design program launches at La-Z-Boy Furniture Galleries. 1998

57. "The Oasis" features built-in-cooler, massage, heat, and phone. 1999

60. American Drew introduces Bob Mackie Home collection. 2000

62. New tag line is "The New Look of Comfort". 2001

69. The first La-Z-Boy Comfort Studio opens. 2007

70. la-z-boy.com sells first product online. 2008

71. La-Z-Boy becomes the Official Furniture Provider of Ronald McDonald House Charities. 2008

74. Kincaid, American Drew/Lea achieve Sustainable by Design registration. 2009

75. Lea partners with Nickelodeon to develop children's line. 2009

79. La-Z-Boy endorsed by the American Chiropractic Association. 2010

80. La-Z-Boy's initial Tweet. 2010

81. Kincaid becomes a partner of Habitat for Humanity. 2010

84. La-Z-Boy Incorporated employs over 7,800 worldwide. 2012



65. The 300th La-Z-Boy Furniture Galleries opens. 2003

76. La-Z-Boy makes its first Facebook post. 2010

85. March 24, 2012 La-Z-Boy celebrates its 85th Anniversary