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**KI INTRODUCES THE STRIVE CHAIR COLLECTION**

**BALTIMORE** – KI, an industry leader in stack chair seating, introduces the Strive™ Chair Collection, the latest innovation in “flex-back” seating offering users enhanced comfort at an attractive price point. The Strive Chair Collection is on display at NeoCon® East 2007 in KI’s space 2059 and will be available for purchase in January 2008.

Crafted by internationally renowned furniture designer Giancarlo Piretti, Strive is the first chair collection to use the natural properties of reasonably priced and 100 percent recyclable polypropylene to achieve a flexing back.

“Throughout his design career, Giancarlo has been committed to providing high comfort at an affordable cost,” said Leo Welter, seating product manager, KI. “With the launch of the Strive collection, he’s taken comfort, quality and affordability to a new level.

The Strive Chair Collection includes stacking, nesting and task chairs. With its clean lines and universal design, the collection is appropriate for corporate interiors, higher education and healthcare markets. It’s available in six different styles consisting of various frames, arm options, colors and upholstery selections.

In addition to Strive, Piretti has designed numerous seating and table products for KI, including the innovative Torsion® on the Go!® nesting chair.

KI manufactures innovative furniture and wall system solutions for education, healthcare, government and corporate markets. The employee-owned company is headquartered in Green Bay, Wis. and operates sales offices and manufacturing facilities in the United States, Canada, Europe and Asia. KI tailors products and service solutions to the specific needs of each customer through its unique “Market of One” customer service and manufacturing philosophy. For more information, visit [www.ki.com](http://www.ki.com).

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