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SitOnIt Inc. Changes Corporate Name to Exemplis Corporation

Exemplis plans include launching and promoting brands that could benefit from the company's customer driven innovation and build-to-order business model

CYPRESS, Calif., Jan. 2, 2008 — SitOnIt, Inc. announced today that it will change its name to Exemplis Corporation. The name change applies to the corporate entity only and does not affect the top-selling SitOnIt Seating® brand of midmarket task seating or the Instant Seating® brand of chairs for budget minded businesses.

"The name change to Exemplis reflects the expanding brand strategy of our company," said Paul DeVries, co-founder and chief executive officer, Exemplis. "Our new corporate identity allows us to align our corporate name with our evolution of developing multiple brands which are both independent and unique to their individual markets. The name change will serve to eliminate confusion in the marketplace that may result from continued use of the name 'SitOnIt' as both a corporate name and brand name."

"With Exemplis, we can give our flagship brand, SitOnIt Seating as well as Instant Seating and future brands the distinction they deserve," said Mike Mekjian, co-founder and principal, Exemplis. "SitOnIt Seating will continue to be known by our customers as the trusted brand that manufactures up to 2,500 customer-designed executive, task, conference and multi-purpose chairs a day — or about 600,000 chairs a year."

About Exemplis Corporation

Exemplis Corp. is a leading U.S. designer, manufacturer and distributor of contract furniture for commercial, healthcare, hospitality and office markets. Its trusted brands include market share leader SitOnIt Seating® and Instant Seating®. Customer driven innovations is what led Exemplis to introduce its build-to-order business model delivering highly customized, high-quality products to our customers quickly and affordably. Managing Automation magazine named SitOnIt Seating to its Progressive 50 list, recognizing Exemplis' build-to-order model as a core strategic advantage of the company. Exemplis develops brands that provide customers with compelling value propositions for their unique markets. The company is headquartered in Cypress, California. Learn more at www.exemplis.com.

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Exemplis Corp. FAQs

Q. Why did SitOnIt Inc. change its name to Exemplis Corporation?

- A. The immediate objective is to eliminate the marketplace confusion that results from using SitOnIt as both a corporate name and brand name for SitOnIt Seating. In addition, our new corporate identity allows us to align our corporate name with our evolution of developing multiple brands that are independent and unique to their individual markets.

Q. What does the word Exemplis mean?

- A. The name Exemplis is derived from the words “exemplar” and “exemplary.” We selected it to reflect the evolution of our company. With the mission of setting an ideal example, we intend Exemplis to be known for our customer driven innovation and build-to-order business model.

Q. Will the name “SitOnIt Seating” remain?

- A. Yes, the name change applies to the corporate entity only and does not affect the top-selling SitOnIt Seating brand of midmarket task seating.

Q. What will happen to the Instant Seating brand?

- A. The corporate name change does not affect the Instant Seating brand of chairs for budget-conscious businesses. In fact, it will make it easier for us to promote the brand outside of SitOnIt.

Q. Was there any event such as acquisition, management change or financial situation the triggered the name change?

- A. Not at all! In fact, the name change to Exemplis reflects our expanding brand strategy and is preparing the company to have even more opportunity for growth. Our plans include launching and promoting additional brands that could benefit from the company’s customer driven innovation and build-to-order business model.

Q. What is the customer driven innovation and build-to-order business model?

- A. Since its inception in 1996, Exemplis has redefined the contract seating industry. Our customer driven innovations is what led Exemplis to introduce its build-to-order business model which allows us to deliver highly customized, high-quality products to our customers quickly and affordably. The build-to-order business model combines operational excellence with build-to-order manufacturing. When coupled with the industry’s highest levels of complete and on-time delivery, Exemplis and its brands offer customers a compelling value proposition.

Q. Will customers and business partners have to change how they do business with Exemplis?

- A. No. Other than adapting to the name change — such as updating accounts payable and receivable systems to Exemplis or hearing a new name when calling our company — customers and business partners can consider things “business as usual.”

Q. Will Exemplis introduce new brands or products?

- A. One of the reasons we made this name change is to align our corporate name with our company’s evolving strategy of developing multiple brands that are independent and unique to their individual markets. Although we are not announcing new brands at this time, we do intend on applying our build-to-order business process to other products and may announce new brands as early as this year.

Q. Where can I learn more information about Exemplis?

- A. Go to www.exemplis.com (do not provide this until January 2nd)