

Press release
August 13, 2008

Midform expands leadership team

Midform Holding announced today that René Heisselberg Pedersen will join Midform A/S as managing director. Mr. Pedersen, 45, is currently managing director at ST Skoleinventar A/S, one of Denmark's leading providers of specialized classroom solutions.

In his new position at Midform, Mr. Pedersen will play a key role in leading the company's ambitious growth strategy in Denmark and abroad. He brings to the task more than 20 years of sales and marketing experience in both the business-to-business as well as the fast moving consumer goods segments, and has held executive positions in the USA and Singapore as well as Denmark.

"We are really pleased to be able to bring René on board," says Claus Hansson, managing director and majority shareholder at Midform Holding. "Midform has clear goals that include internationalization, best-in-class customer service and innovation. René has a strong track record in all of these areas. He has managed profitable growth across different industries on three continents – and we look forward to his contribution as we grow both Midform A/S and SIS USA."

René Heisselberg Pedersen will take up his new position at Midform within the next few months. "Midform has a team of great people," he says, "and I'm really looking forward to cooperating with them as we tackle the challenges ahead. Although the company has done a fantastic job so far, there is still a lot of potential for growth – both in our core business in Denmark – moulded plywood solutions – and in our activities in the USA."

Midform Holding owns Midform A/S and SIS USA Inc. Along with majority shareholder Claus Hansson, René Heisselberg Pedersen will also assume an equity position in Midform Holding.

Completing the leadership changes at Midform, the company also announces that former owner and managing director, Joergen Rasmussen, who sold Midform A/S to Midform Holding ApS in 2004 and who has been with the company for 39 years, will retire on August 31, 2008.

For more information, please contact:

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Midform A/S is one of the leading suppliers of innovative solutions to the global furniture industry. Serving most of the Scandinavian furniture companies as well as highly regarded US producers with advanced molded plywood solutions. Midform operates 2 production facilities – one in Denmark and one in Poland. www.midform.dk

SIS USA Inc. sells high quality ergonomic furniture with applications in the office, health care, and education markets. SIS has 21 reps covering all 50 states and around 45 agents selling the SIS product line. SIS has served customers for more than 20 years and is recognized as one of the leaders and pioneers in ergonomically height adjustable workstations as well as high quality school furniture. www.sisusainc.com