

**ALLSTEEL'S NEW AMBITION™ CHAIR PROVES IT'S  
HIP TO BE SQUARE**

*High Quality, Ergonomic Task Chair Available at a Surprisingly Low Price*

Muscatine, IA – *January, 2005* – Think all ‘affordable’ task chairs feature a dated, round design? Think again. The new Ambition™ chair from Allsteel proves it’s hip to be square, as the newest option in task seating offers a modern, square-shouldered back – a design not typically seen in value-priced task chairs.

Ambition is an attractive and economical solution for the contract seating segment, bringing graceful design, remarkable ergonomics and robust durability thanks to its sturdy construction and high-quality materials. Ambition will provide years of reliable performance and is the perfect task chair solution for virtually any office environment – all at an affordable \$540 list price.

“We are in constant communication with our dealers, and they shared with us their concerns about the lack – and poor quality – of ‘affordably’ priced task chairs in the market today,” said Julie Zielinski, Allsteel Vice President of Marketing. “Our goal was to raise expectations for products at this price, with a chair that featured similar ergonomics, quality, durability and comfort found in higher priced chairs. We believe that goal was achieved in Ambition.”

-MORE-

**ALLSTEEL'S NEW AMBITION™ CHAIR  
ADD ONE**

Ambition is available with the following standard features:

- All-adjustable arms or armless
- Lumbar cushioning can be tuned to accommodate a full range of lower back support, all with the simple turn of an easy-to-reach dial
- Seat slides forward or backward to provide comfort and support to employees of any height
- Recline resistance adapts to different body weights and workstyles
- Pneumatic height adjustment lets any size employee be comfortably seated
- Well cushioned for hours of comfort

Ambition features a sturdy, black frame which can be dressed up with a wide range of standard upholstery offerings or custom material. The chair exceeds ANSI/BIFMA guidelines and carries the Allsteel Lifetime Warranty.

For more information about Ambition, or other workplace solutions, visit Allsteel's web site at [www.allsteeloffice.com](http://www.allsteeloffice.com).

Allsteel Inc. designs, builds and delivers workplace furniture solutions with advanced functionality and lifetime durability. The company has Resource Centers in Chicago, Dallas, Los Angeles, New York, San Francisco and Washington, D.C. For more information on Allsteel, visit [www.allsteeloffice.com](http://www.allsteeloffice.com).

###

**FOR IMMEDIATE RELEASE**

**CONTACT:**

Mary Palmer

Allsteel

(563) 288-3876