

**BACK BY POPULAR DEMAND, ALLSTEEL AGAIN SPONSORS NEOCON
PEDICABS IN CHICAGO**

*The Ultimate in Energy-efficiency, Pedicabs Return to Chauffer Attendees in Style
to, and from, the Merchandise Mart*

Chicago — *June 2007* — Allsteel Inc., a major designer and manufacturer of workplace furniture solutions, again sponsored a dozen brightly colored, human-powered pedicabs in and around the Merchandise Mart to take NeoCon attendees to and from the show.

This year's pedaling contingent circled downtown Chicago taking NeoCon patrons to and from the Mart, to their particular downtown hotels and all areas in between.

The open-air pedicabs were not only convenient (and free to attendees), but also were a great way to demonstrate Allsteel's long-standing commitment to environmental responsibility, and reinforced its 2007 NeoCon theme: "Inspiration requires a breath of fresh air."

"Once again, we tried to see to it that NeoCon attendees had the opportunity to arrive or depart this year's trade fair in style," said Brandon Sieben, Allsteel Vice President, Marketing. "In addition, we hope that Allsteel's pedicab ambassadors all helped put a human face and emotion with our brand – one that relayed our progressive, yet innovative, culture."

For more information on Allsteel, visit www.allsteeloffice.com.

About Allsteel

Allsteel Inc. designs, builds and delivers progressive and relevant workplace furniture solutions. The company has Resource Centers in Atlanta, Boston, Chicago, Dallas, New York, San Francisco, Santa Monica and Washington, D.C.

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For additional information contact:

Mary Palmer
Allsteel
(563) 272-3876
palmerm@allsteeloffice.com