



About California House:

When first introducing a customer to the California House brand, it is important to establish a notion of history and expertise.

- California House is a family owned and operated business, with three active generations – *TRUST*
- California House is a specialty manufacturer of custom cabinetry & home entertainment furniture - *EXPERT*
- California House has been in business since 1953 and is a well established market leader in custom tailored furniture - *HERITAGE*
- California House offers the widest variety of styles and price points in the home entertainment marketplace - *SELECTION*

The goal of offering a wide variety and selection of products is so you can find the exact piece that fits your customer's needs. Technology, especially in Home Entertainment, changes quickly. California House offers the benefits of custom cabinetry without the "custom" cost.

California House Vision in the Marketplace:

- **Tailored Options** – No other manufacturer (or importer) can come close to custom tailoring a piece of furniture to fit your client's needs in a cost-effective manner as closely as California House. We uniquely offer: customized size solutions, wood species selection; the best construction possible, custom finish matching solutions; and more.
- **True Custom Solutions** – For those clients interested in custom A/V cabinetry, we offer something very cost effective with our "Customer Custom" cabinet line. Our in-house design staff can alter, design, or re-design virtually any cabinet with minimal effort. Special charges will apply, but we have found our units are priced about half of what would be expected from a typical custom cabinet builder. We can take napkin sketches and turn them into reality in short time. Please call for more details.
- **Innovation** – As designers and manufacturers, we are always improving existing products and releasing New-To-Market innovations. Some of our more popular First-to-Market innovations are: Audio-Angled center-channel speaker compartments that point speakers towards the listener's ear, 3D renderings that allow the customer to see their final product, and a "Custom/Standard" product tailored for the end user of our products.

Features Found Throughout the California House Brand:

- **Premium Wood Selection.** Perhaps the biggest feature that sets California House apart from the others in the marketplace is our premium selection of the finest hardwoods. We DO NOT use particleboard. Although particleboard can save money, it is an inferior product. We use REAL Oak, Maple, Cherry, Walnut, Alder, or Mahogany solids and hardwood-plywood veneers.

Three Advantages of California House Wood Selections:

1. Our 100% solid hardwoods have been kiln-dried to a specific moisture content to help prevent unwanted expansion or contraction.
2. The multi-layer hardwood plywood we use features several cross-grain layers for added strength and durability. Particleboard and MDF are inferior alternatives and greatly reduce durability, longevity, and strength.

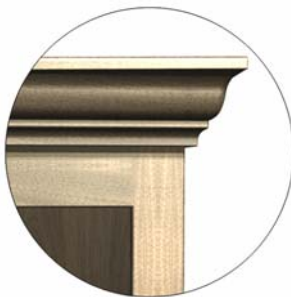
3. Our variety of hardwood species gives the consumer an authentic choice of grain texture and pattern, and wood color and characteristics to match their home or décor preferences.

- **Quality Components.** Another differentiating factor between California House and our competition is the quality level of components that go into our products. California House asks, "What is best?" We ask ourselves this question for a couple of reasons. First, a higher quality component lasts longer than an inferior component. Secondly, a better unit performs better.
- **Most Durable Finish.** California House ends our nine step finishing process with the most durable top-coat used in furniture today: conversion varnish. Able to withstand everything up to and including nail-polish remover, our conversion varnish creates a virtually impenetrable barrier against the outside world. Our "Old-World" finish takes things one step further with an authentic French-paste hand-wax. Of course, if you have a built in cabinet that will be painted to match the room we offer an unfinished, paint-grade option as well.
- **Environmentally Conscious – Key "Green" talking points to consumers:**
 1. The wood used in California House products are from trees grown in the United States, which are abundant and sustainable as documented annually by the Forest Inventory and Analysis Program of the United States Forest Service.
 2. The Department of Agriculture shows that the inventory of hardwoods has more than doubled in the last 50 years in the United States, with new growth exceeding removal by almost 2 to 1.
 3. The World Bank ranks the United States in the top 10% of all countries for government effectiveness, regulatory quality, and law with respect to hardwood resources.
 4. The wood used in California House products has been awarded the highest conservation crop rating available under the Department of Agriculture's Environmental Benefits Index.
 5. Hardwood forests in the United States absorb carbon, thereby reducing our carbon "footprint".
 6. The wood used in California House products is a renewable and bio-based material.
 7. As a product manufactured in California, California House is required to abide by strict CARB (California Air Resources Board) emissions requirements curtailing the use of formaldehyde as a binding agent in our materials.
 8. 100% of the packaging materials used in our products, including wrapping, strapping, blanket protection, cardboard boxes, and pallets are recycled and recyclable material.

Home Entertainment: Products, Features, and Options:

- Available in five standard styles, or Customer Custom.

Cinema: Decorative moldings are based around the most popular crown and base moldings found in today's homes.



CROWN



DOOR

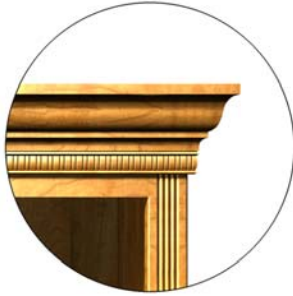


SIDE



BASE

Laguna: Decorative moldings are based around the most popular crown and base moldings found in today's homes, with an added dentil molding below the crown. Stiles are fluted for a classic appearance, and a belt line is added around the sides of the towers.



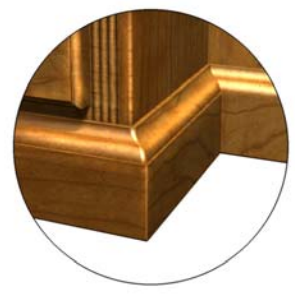
CROWN



DOOR



SIDE



BASE

Stages: A clean, transitional look.



CROWN



DOOR



SIDE



BASE

Donington: An updated, clean, modern look. Features inset doors and drawers, with bead molding details. Also features panel & frame side construction.



CROWN



DOOR



SIDE



BASE

Napa: Our most traditional collection. Napa features grand fluted columns and rosettes as well as panel & frame side construction.



CROWN



DOOR



SIDE



BASE