



FLEXSTEEL®

Flexsteel Announces Partnership with Financial Profiles for Investor Relations

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DUBUQUE, Iowa--([BUSINESS WIRE](#))--Flexsteel Industries, Inc. (NASDAQ:FLXS), one of the oldest and largest manufacturers, importers and marketers of residential and contract upholstered and wooden furniture products in the United States, today announced that it has retained Financial Profiles, Inc. as a strategic partner to oversee its investor relations program.

"Financial Profiles is well regarded for its senior level, hands-on expertise and track record of implementing successful IR programs that include value-based corporate positioning and message development aimed at attracting a broader investor audience. We are excited to have Financial Profiles as partners in this endeavor," said Marcus Hamilton, Chief Financial Officer of Flexsteel Industries.

"Flexsteel has a long history and an outstanding reputation in the furniture industry for its brand integrity and customer-centric service," said Donni Case, Managing Director of Financial Profiles. "We believe the timing is right to help Flexsteel raise its profile with the Wall Street community and ensure that current and potential investors are fully informed of the measures underway to enhance long-term value creation for shareholders."

About Flexsteel

Flexsteel Industries, Inc. and Subsidiaries (the "Company") incorporated in 1929 is celebrating its 125th anniversary of the Company's founding in 1893. Flexsteel Industries, Inc. is one of the oldest and largest manufacturers, importers and marketers of residential and contract upholstered and wooden furniture products in the United States. Over the generations the Company has built a committed retail and consumer following based on its patented, guaranteed-for-life Blue Steel Spring™ – the all-riveted, high-carbon, steel-banded seating platform that gives upholstered and leather furniture the strength and comfort to last a lifetime. With offerings for use in home, hotel, healthcare, recreational vehicle, marine and office, the Company distributes its furniture throughout the United States & Canada through the Company's sales force and various independent representatives.

About Financial Profiles

Financial Profiles is a strategic communications firm that specializes in creating value through effective communications. Public companies, pre-IPO companies and asset management firms come to us for our expertise in value-based corporate positioning and messaging and for access to the people whose opinions matter – investors, analysts, and the press. We offer a range of specialized services including investor relations, IPO preparation, M&A communications, media relations and crisis management. Our team has a demonstrated track record of leveraging best in class communications to help our clients enhance their profile, build credibility and support among all key stakeholders, and gain ongoing access to growth capital. www.finprofiles.com

Forward-Looking Statements

Statements, including those in this release, which are not historical or current facts, are "forward-looking statements" made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. There are certain important factors that could cause our results to differ materially from those anticipated by some of the statements made herein. Investors are cautioned that all forward-looking statements involve risk and uncertainty. Some of the factors that could affect results are the cyclical nature of the furniture industry, supply chain disruptions, litigation, product recalls, the effectiveness of new product introductions and distribution channels, the product mix of sales, pricing pressures, the cost of raw materials and fuel, retention and recruitment of key employees, actions by governments including laws, regulations, taxes and tariffs, inflation, the amount of sales generated and the profit margins thereon, competition (both U.S. and foreign), credit exposure with customers, participation in multi-employer pension plans and general economic conditions. For further information regarding these risks and uncertainties, see the "Risk Factors" section in Item 1A of our most recent Annual Report on Form 10-K.

For more information, visit our web site at <http://www.flexsteel.com>.

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