

PRESS RELEASE

Devonshire and the American Home Furnishings Alliance Release 2005 Sales Planning Guide

Devonshire also produces customized data for the summer and casual furniture supplement to AHFA's Sales Planning Guide

Westerly, RI, March 6, 2006: Devonshire Associates Ltd., a leading supplier of geo-based econometric and demographic information products, has announced its release of the 2005 Sales Planning Guide for the American Home Furnishings Alliance (AHFA), of High Point, NC).

The Sales Planning Guide provides a broad spectrum of data covering retail furniture activity by product line for US states, counties and metropolitan areas. The Guide is used by furniture manufacturers to set sales quotas, establish sales territories, evaluate sales representatives, prepare advertising budgets and strategies, select retail outlets, and test new product lines.

"The AHFA's Sales Planning Guide is a great example of how we can customize data for vertically integrated industries," said John Rafferty, Devonshire's president and CEO. "In this case, our retail and product line sales information has been married with proprietary data from AHFA to produce a robust set of estimates for the furniture industry. We have done the same in retail, foodservice, financial services, media, and manufacturing."

Joseph Logan, AHFA vice-president, adds: "We have worked with Devonshire for several years in preparing the annual Sales Planning Guide for our membership. Their work provides our members with an indispensable tool for their sales and marketing efforts. Our feedback from AHFA members indicates that they consider it one of the most valuable member services they receive."

For more information about Devonshire, contact Mark Gordon at 401.348.6600 or mgordon@devonline.com. You can also visit Devonshire's web site at www.devonline.com. A company overview accompanies this release.

For more about the American Home Furnishings Alliance, contact Patricia Bowling, Director of Communications, at (336) 884-5000, ext. 106, or at pbowling@ahfa.com.



Company Overview

Since 1986, Devonshire Associates Ltd. has been a leading provider of customized, geo-based econometric, demographic, consumer segmentation and other business data. Devonshire's senior technical and analytic staff represents over 150 years' experience in the information services industry. Devonshire's exclusive **Economic Data Series** is the most complete economic data library available. EDS provides a comprehensive view of the retail and business services landscape with over 1,000 data variables measuring supply and demand in the marketplace. Devonshire provides demographic estimates and projections through its **Demographic Data Series**, as well as a household-based segmentation system through its **Consumer Data Series**.

Selected Clients by Industry

Consumer Retail: Barnes & Noble, Estee Lauder, Starbucks, Top Driver. **Media/Publishing:** Arbitron, Bravo Networks, Sales Evaluation Associates, Calkins Newspapers, Rand McNally, Marketron. **Marketing Consulting:** Clark, Martire & Bartolomeo; MarketKnowledge; Marts & Lundy; Market Insights/Torcivia. **Financial Services:** The Equitable, People's Bank, Wells Fargo Home Mortgage, Zurich-Kemper Insurance. **Internet:** CoolSavings.com, BigStar.com. **Manufacturing:** American Home Furnishings Alliance, Mannington Mills, Snap-On Tools.