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Contact: Kathy Boerner

646-935-3914

Kathy.Boerner@Ketchum.com

www.Catalog2011.com

IKEA UNVEILS NEW 2011 CATALOG WITH A FOCUS ON HOME ORGANIZATION

CONSHOHOCKEN, PA (July 14, 2010) – IKEA, the world's leading home furnishings retailer, today announces the launch of the new IKEA 2011 catalog in the United States. This year's version of the annual catalog, which first debuted in Sweden 60 years ago, is filled with new products that offer creative solutions to help people design organized homes that are comfortable, inspirational, and personal. IKEA offers organizational help throughout the home to make space for the important things in life – wedding pictures, grandma's vase, or a play area for the kids.

Recent trends have seen people spend more time at home, rethinking and remodeling the homes they plan to stay in. As the home increasingly becomes the focus of daily life, new home solutions are needed to address the latest demands, from the downsizing of living spaces to advances in technology to a focus on sustainable living. In a national survey* from the National Association of Professional Organizers, 71 percent of respondents said their quality of life would improve if they were better organized and 96 percent of respondents indicated that they felt they could save time every day by becoming more organized. IKEA offers shoppers innovative ways to improve their lives at home with customizable organizational solutions that are smart, easy and affordable.

"In most homes, big or small, there's a lot of stuff and it's not easy to organize it all. In fact, during this era of reduced space, budgets and time, it can seem like a luxury to be organized," remarked Marty Marston, Product Public Relations Manager, IKEA U.S. "Our goal is to help people improve their lives at home by developing tailored solutions to address their organizational challenges so that our customers can save space, time, money and enjoy a more personal home."

In the 2011 catalog, you can find inspiration and new products to help create a home that handles all the things you need it to, and all the things you wish it could, including:

- Creative storage solutions, such as **KIVIK**, a comfortable sofa bed which features smart storage in the arm-rest and the **BRIMNES** bedroom furniture series which includes a headboard with hidden storage
- Customizable products for different needs, such as the **KARLSTAD** sofa with a wide range of new covers and the option of chrome legs
- Convenient cable management and bridging units for modular flexibility, as seen in the new **HEMNES** living room collection which is made of solid pine and finished in a stylish new gray brown color
- Efficient waste-handling and recycling solutions, such as the **RETUR** waste sorting bins and **DIMPA** waste sorting bags, two of the IKEA offerings that support people in creating a more sustainable life at home
- Old favorites at *new lower prices*, such as select **EXPEDIT** shelving units or **HEMNES** bedroom collection pieces, and hard working basics like **DINERA** dinnerware or **GRUNKA** kitchen utensils

*NAPO, NAPO. 2009 GET ORGANIZED MONTH SURVEY. 11/01/2009

2011 marks the 60th anniversary of the first IKEA catalog. This year, the catalog will be available in 61 editions and in 29 languages. In total, the IKEA catalog is read by 400 million people in 41 countries. Consumers can request a copy of the 2011 catalog at <http://info.ikea-usa.com/SignUp/>.

For Press: Please visit our multi-media release at www.Catalog2011.com for downloadable press information on the IKEA 2011 catalog, hi-res product images, and additional background materials.

ABOUT IKEA

There are currently more than 300 IKEA stores in 38 countries, including 37 in the U.S., where new stores are being planned in Somerville, MA and Centennial, CO.

Since its 1943 founding in Sweden, IKEA has offered a wide range of home furnishings and accessories of good design and function, at low prices so the majority of the people can afford them. IKEA has been ranked in *FORTUNE's* annual "100 Best Companies to Work For" List (three years in a row), *Working Mother* magazine's annual list of "100 Best Companies for Working Mothers" (four years in a row) and *Training* magazine's annual "Top 125" ranking of companies that excel at human capital development (five years in a row). IKEA incorporates environmentally and socially responsible efforts into day-to-day business, and continuously supports initiatives that benefit causes such as children and the environment. For more information about IKEA, please go to www.IKEA-USA.com.

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