

## Press Releases

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# Steelcase Receives Five Best of NeoCon Awards at NeoCon 2013

**STEELCASE TODAY ANNOUNCED THAT ITS FAMILY OF BRANDS WON FIVE BEST OF NEOCON AWARDS, WHICH INCLUDE FOUR GOLD AWARDS AND ONE INNOVATION AWARD.**

CHICAGO June 11, 2013 – Steelcase today announced that its family of brands won five Best of NeoCon Awards, which include four Gold awards and one Innovation award. Products recognized with a Best of NeoCon award include the Steelcase Gesture chair and V.I.A. architectural solution, Steelcase Health's Regard™ modular seating, Coalesse's Lagunitas, a comprehensive seating and table collection, and Turnstone's Buoy stool. All products are currently on display at NeoCon 2013, North America's largest contract furnishings trade show.

The 24th annual Best of NeoCon awards, hosted by Contract Magazine, recognizes top new commercial interiors products introduced at NeoCon each year.

"Innovation is a critical issue for all organizations. Drawing on over 15 years of innovation research, Steelcase has created a portfolio of products that leverage technology to empower people," said Allan Smith, vice president of marketing at Steelcase. "We are pleased to be recognized by the Best of Neocon competition for this achievement."

Steelcase won a Gold award for V.I.A., vertical intelligent architecture, which was designed to create spaces that help fuel the innovation process. V.I.A. not only defines space, but redefines the role vertical real estate plays in an interconnected workplace. It hosts the latest large-scale video and display technologies, offers unprecedented acoustic privacy, and easily reconfigures to support rapid change.

The Gesture chair from Steelcase also won a Gold award. Gesture is the first chair designed to support our interactions with today's technologies. It was inspired by the movement of the human body and created for the way we work today, with today's most prevalent devices such as smart phones and tablets.

Steelcase Health won a Gold award for Regard™, a new customizable system so that can adapt to a variety of healthcare spaces. Designed with healthcare environments in mind, Regard™ solves for transition times in a patient's healthcare journey that are typically not productive and commonly referred to as "waiting". Regard™ directly addresses issues of comfort, privacy and the need to connect.

Coalesse won a Gold award for Lagunitas, a comprehensive seating and table collection. Lagunitas creates a "third place" anywhere while offering multi-modal support and varying degrees of privacy through high and low panels. With a unique articulating back cushion, Lagunitas adapts to changing work styles and shifting postures and allows for toggling between both lean forward and lean back postures.

Finally, Buoy by Turnstone received an Innovation Award. This stool that wobbles, spins and encourages movement thanks to a curved base, just like a buoy. Buoy's innovative, customizable design encourages self-expression among young, active people and boosts performance by keeping the body in motion and the mind active. It's seating that bucks the trend of sedentary lifestyles and work styles.

The Best of NeoCon 2013 awards were selected from approximately 325 entries in different product categories.

### **About Steelcase, Inc.**

For 100 years, Steelcase Inc. has helped create great experiences for the world's leading organizations – wherever work happens. Steelcase and our family of brands, including Steelcase®, Coalesse®, Designtex®, Details®, Steelcase® Health, PolyVision® and Turnstone® – offer a comprehensive portfolio of furnishings, products and services designed to unlock human promise and support social, economic and environmental sustainability. We are globally accessible through a network of channels, including approximately 670 dealers. Steelcase is a global, industry-leading and publicly traded company with fiscal 2013 revenue of \$2.9 b

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