

SOURCE: Jerome's Furniture

Jerome's

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San Diego-Based Jerome's Furniture Expands Into Murrieta

New Store Location Brings Discount Furniture Retailer Chain to Six Showrooms Across Southern California

SAN DIEGO, CA--(Marketwire - February 1, 2010) - Jerome's Furniture (Jerome's), founded in 1954 and regarded as the best furniture retailer for value and a wide selection of products, announced today its new store opening in the City of Murrieta, which serves the city and surrounding areas including Temecula. The new location signals the furniture retailer's ambition to increase its footprint, making products available to more consumers across southern California.

Noted as the "Best Furniture Store" by the San Diego Union-Tribune reader's poll consecutively for nine years, Jerome's remains committed to providing low prices everyday that have become recognized as "Jerry's Price," which means that customers don't have to wait to get the best deals or navigate through retailer gimmicks and promotions. The company has earned a reputation for convenience to customers with standards that include Same Day Delivery on orders placed before 6:00 p.m., seven days a week.

Located right off the I-15 freeway at 24410 Village Walk Place in Murrieta, the new Jerome's location will serve the inland empire region. The Showroom will be approximately 40,000 square feet and will encompass Jerome's most popular departments.

City of Murrieta Mayor Kelly Bennett stated, "Jerome's is a well respected, highly successful retailer, and we welcome them to the City of Murrieta. The City has fast tracked the permits within one day, and they will open before the President's Day holiday."

"Our customers drive to our various locations far and wide across San Diego County, especially from Murrieta," said Lee Goodman, president and CEO of Jerome's Furniture. "As a family-owned business that provides value to our customers with quality products at a price people can afford, we feel that the Jerome's brand resonates well with consumers in Murrieta, Temecula and the surrounding areas. There's a large make-up of hard working families that we believe will continue to become Jerome's customers for life and welcome our furnishings into their home."

Flocke & Avoyer Commercial Real Estate (Brad Williams and Steve Avoyer) and SENTRE Partners (Doug Arthur) represented Jerome's in the lease transaction.

About Jerome's

Founded in 1954, Jerome's Furniture is a family owned and operated business headquartered in San Diego, Calif. with five showrooms and six clearance centers located across the county and an e-commerce website providing avenues for consumers to enjoy online furniture viewing and buying. Regarded fondly by generations of families in San Diego, Jerome's is known as the best furniture retailer for value ("Jerry's Price") and a wide selection of products. Recognized as the 2008 Retailer of the Year by the Western Home Furnishings Association (WHFA) and Honoree of the San Diego National Bank Founders Award along with numerous business recognitions as the best furniture store, customers know they can count on Jerome's to make it easy to shop for furniture with service support including interior design, same day delivery and financing. More information can be found by visiting www.jeromes.com.

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