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FOR IMMEDIATE RELEASE

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JENNIFER CONVERTIBLES ANNOUNCES PRIVATE LABEL CREDIT CARD PROGRAM

Woodbury, New York ***February 28, 2011*** Jennifer Convertibles, Inc. (www.jenniferfurniture.com) is pleased to announce an exclusive, multi-year agreement with GE Capital Sales Finance, which will allow Jennifer Convertibles to offer its customers the option of using a private label, Jennifer Convertibles credit card in all its stores nationwide.

The credit card program will provide Jennifer Convertibles' customers with a range of financing options and benefits for their home furnishing purchases, including monthly payments through deferred interest and extended financing terms, special cardholder promotions, and online account management.

About Jennifer Convertibles

Jennifer Convertibles is the owner of the largest group of sofa-bed specialty retail stores in the United States, with 64 Jennifer Convertibles® stores and is the largest specialty retailer of leather furniture with eight Jennifer Leather stores. Currently, Jennifer Convertibles owns 72 stores and operates six licensed Ashley Furniture HomeStores. For more information about Jennifer Convertibles, please visit Jennifer Convertibles' website at www.jenniferfurniture.com. For investors, please also visit the "Investors" section of Jennifer Convertibles' website at <http://investors.jenniferfurniture.com>.

Forward-Looking Statements

Statements in this press release other than the statements of historical fact are "forward-looking statements." Such statements are subject to certain risks and uncertainties, including changes in retail demand, vendor performance and other risk factors identified from time to time in Jennifer Convertibles' filings with the Securities and Exchange Commission that could cause actual results to differ materially from any forward-looking statements. These forward-looking statements represent Jennifer Convertibles' judgment as of the date of the release. Jennifer Convertibles disclaims, however, any interest or obligations to update these forward-looking statements.