



## **BACKGROUNDER**

### **ABOUT Z-LINE DESIGNS**

Z-Line Designs is a leading manufacturer of ready-to-assemble home office, home entertainment and home decor furniture, founded by CEO Jim Sexton. Z-Line Designs has become one of the most innovative manufacturers of computer desk systems, workstations, armoires, file/storage products, garage storage systems, premium flat panel wall mounts, HDMI and a variety of high-end audio video cables and accessories, with manufacturing plants in China and Taiwan. Z-Line Designs continuously works to maintain a level of excellence in the design and manufacture of its durable products, always striving to create a product that will last a lifetime. A team of highly accredited, award-winning designers and engineers allows the company to consistently set the bar in the industry. The company is headquartered in San Ramon, Calif. and its main showroom is located in High Point, N.C.

### **COMPANY PHILOSOPHY**

Z-Line Designs' core values are innovation, quality, honesty and customer service. The company creates state-of-the-art furniture to complement the ever-changing range of technology and home entertainment products. All of the company's products are engineered to the highest design and functionality standards to surpass rigorous quality control tests for strength and durability.

### **WEB SITE**

[www.z-linedesigns.com](http://www.z-linedesigns.com)

### **RETAILERS**

Z-Line Designs furniture is available at national retailers including Wal-Mart, Target, OfficeMax, Staples, Sears, Costco Wholesale Club, Sam's Club, QVC, Office Depot, Dell and BJ's Wholesale Club, among others.

### **AWARDS**

Z-Line's innovative designs and successful business model have been recognized with numerous awards over the years including:

- CES Innovations Award – 2007 and 2008
- ADEX Platinum Award – 1999 and 2003-2007, 2009
- STAPLES Best Category Development Furniture Award – 2005
- Pinnacle ASFD Award – 2002 and 2005
- STAPLES Vendor of the Year Award - 2004, 2008
- Design Journal's Best of Show Award – 1999



## **TEAM Z-LINE RACING BACKGROUNDER**

### **NASCAR**

Z-Line Designs is the proud sponsor of NASCAR No. 18 Toyota on the Joe Gibbs Racing team. The car is driven by Kyle Busch, a Las Vegas native and series record holder for youngest pole winner and youngest race winner. Busch won a record-tying 10 Nationwide Series races in 2008 and garnered his first victory of the 2009 season from the Stater Bros. 300 at Auto Club Speedway in Fontana, California. Busch's victory marked the third straight win for sponsor Z-Line Designs at Fontana. Busch is running the full 35-race Nationwide Series schedule in 2009 along with the entire 36-race Sprint Cup schedule.

Joe Gibbs Racing was founded in 1991 by Joe Gibbs, former Head Coach of the NFL's Washington Redskins. The company has grown from just 18 crew members when it began to a team of 450 today. The team's success includes 145 overall wins in NASCAR, three NASCAR Cup Series championships and the organization's first NASCAR Nationwide Series owner's championship in 2008. Z-Line Designs has been a sponsor since 2007.

Visit [www.z-lineracing.com](http://www.z-lineracing.com) for more information.

<b>Date</b>	<b>Venue</b>
9/11/09	Richmond International Raceway
10/10/09	Auto Club Speedway
10/16/09	Lowe's Motor Speedway
11/07/09	Texas Motor Speedway
11/21/09	Homestead-Miami Speedway

## **INDYCAR**

Z-Line Designs is also the proud sponsor of No. 18 Indy car on the Dale Coyne Racing team. The car is driven by Justin Wilson, who joined the team in 2008 and has been enjoying success ever since. The British native drove to victory at the Raceway at Belle Isle in his 14<sup>th</sup> start ever.

Dale Coyne Racing is a long standing staple in open-wheel racing. Starting in 1984 as a driver and owner, Dale Coyne ran several seasons of IndyCar. After being named Rookie of the Year at both the Michigan and Pocono 500s, Coyne stepped out of the cockpit in 1990 and turned his talents to the tutelage of several up-and-coming drivers. In 2008, Dale Coyne Racing made the transition to the IndyCar Series from Champ Car, fielding two cars in the new combined series. Prior to making the transition to the IndyCar Series in 2008, the team competed in the Champ Car World Series with drivers such as Oriol Servia, Cristiano da Matta, Katherine Legge and Bruno Junqueira. Dale Coyne Racing is based in Plainfield, Ill. and considers nearby Chicagoland Speedway its home track. This is the second year Z-Line Designs has sponsored the team.

<b>Date</b>	<b>Venue</b>
9/19/09	Twin Ring Motegi, 1.5-mile oval
10/10/09	Homestead-Miami Speedway, 1.5-mile oval



## **Jim Sexton, Z-Line Designs CEO**

Jim Sexton is founder and CEO of Z-Line Designs, one of the nation's leading ready-to-assemble furniture companies with products available in nearly all major national retailers. Born in Norfolk, VA, Sexton grew up around the world in diverse areas ranging from Iceland to Pennsylvania and California. Ending up in Concord, California when he began his career at the age of 18 as a salesman for Simon's Hardware, Sexton has remained on the west coast and has not stopped selling since.

After a number of successful business ventures, in 1995 Sexton learned how the Internet revolution was about to transform the world and came up with a new business idea: designing high quality, reasonably priced home office furniture to accommodate all of the people who would be purchasing personal computers in the near future. With wife Monica by his side, Sexton launched Z-Line Designs out of his home in San Ramon, Calif. Although Sexton launched the company manufacturing solely computer desks, the product line quickly expanded to provide consumers with a wide variety of household necessities from home entertainment systems to garage storage systems, among many others.

Under Sexton's direction, Z-Line Designs has grown from a two-person operation to a multimillion dollar company with approximately 250 employees and offices in San Ramon, California; High Point, North Carolina.; China and Taiwan. Sexton's unique business model has propelled his company to the top. By recruiting a team of top designers and engineers and outsourcing manufacturing to China and Taiwan, Sexton sets his company apart by being able to bring products to the marketplace in a fraction of the time it takes competitors.

With his knack for identifying trends and his need for speed, Sexton entered the world of auto racing in 2005. His first foray into the sport was with the Grand-Am Rolex Sports Car Series. In 2007, he acquired sponsorship of NASCAR No. 18 Toyota on the Joe Gibbs Racing team. In 2008, Z-Line Designs signed on to sponsor Indy car No. 18 on the Dale Coyne Racing team. When Sexton isn't at the races cheering on his teams, he's indulging in his second passion...flying. As the owner of three private jets, Jim has always been involved in aviation and has even designed and built his own plane.

Sexton has led the company to become actively involved in several charitable organizations, including the Make-A-Wish Foundation. He also recently joined Cher in her support of Operation Helmet, an organization that provides U.S. troops in Iraq and Afghanistan with helmet upgrade kits.