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**AWFS Debuts Value-Packed New Website Offering Special Features
For 2011 AWFS®Fair Exhibitors and Attendees**

CITY OF COMMERCE, Calif. – August 20, 2010 – AWFS®Fair has a dynamic new website, full of information for exhibitors and attendees making plans to attend AWFS*Fair 2011, scheduled for July 20 - 23, 2011 at the Las Vegas Convention Center.

Appropriately themed, “Surround Yourself with Opportunity,” the new site, housed in a striking lean, green and brown color palette, trumpets the values to professionals who come to AWFS’s biannual trade show and educational conference -- a chance to get updated on the latest business-building solutions and next-generation technology as well as gain critical knowledge targeted specifically to the needs of companies in the woodworking business.

“AWFS is focused on giving woodworking professionals and industry suppliers everything they need to stay strong in tomorrow’s marketplace,” says Angelo Gangone, Executive Vice President of AWFS. “Our new website is full of tools that will make planning for the show easier for both attendees and exhibitors.”

The homepage of the new AWFS®Fair website now features a new product showcase, with space available for exhibitors to submit pictures and brief copy for consideration. Each exhibitor with new products to debut will be given a unique password and can submit products for AWFS approval.

The site also lists all AWFS social media accounts – Twitter, Facebook, YouTube, Linked In and Flickr. Join in the discussion! The Twitter stream is live, so watch for industry news and announcements about AWFS*Fair. Offer opinions on industry happenings, trends.

A new Features section will include both AWFS written and submitted by-lined features from our members and partners.

All AWFS press releases as well as event updates/reminders will be available in the News section.

The 2011 floor plan and exhibitor list for the show is posted and will be updated in real-time.

To see the new site or for more 2011 AWFS®Fair information, go to www.AWFSFair.org

About AWFS:

The Association of Woodworking & Furnishings Suppliers® (AWFS), founded in 1911, is a non-profit organization that wholly owns and produces the biennial AWFS®Fair. The largest trade association serving the entire home and commercial furnishings industry, AWFS has more than 400 members, including manufacturers and distributors of machinery, hardware, software, tooling, lumber, components, wood products and supplies for the woodworking industry including cabinet, furniture, millwork and custom woodworking products.