



PRESS RELEASE

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MR. DOUG KAYS JOINS FEINBLUM AS WEST COAST AFFILIATE

October 10, 2005 – Plainview, NY – Doug Kays has joined Julius M. Feinblum Real Estate, Inc. as its West Coast affiliate. Mr. Kays will operate out of our newly formed Santa Monica, CA office, located at 3435 Ocean Park Blvd., Suite 102, Santa Monica, CA 90405.

Mr. Kays has been Vice President, General Counsel, Operations, and Real Estate Director of McMahan's Furniture. He was also formerly Regional Vice President and Site Selector for the Western United States for Heilig Meyers Furniture. Doug is a licensed California Real Estate Broker as well as a California Attorney.

Mr. Kays is currently a board member of the National Home Furnishings Association and the Western Home Furnishings Association. Doug is a past President and General Counsel of the Western Home Furnishings Association. He currently oversees McMahan Family Land Partnership's real estate portfolio in the Western United States.

Doug will be coordinating and handling our growth in the western United States, including California, Arizona, Nevada, Montana, Oregon and Washington and Colorado "His retail background along with his real estate and legal knowledge makes him an invaluable addition to our company and our clients", says Julius Feinblum, the company's President.

Julius M. Feinblum Real Estate, Inc. is America's largest and foremost real estate brokerage and consulting firm specializing in the furniture industry for real estate. Since 1987, they have worked with furniture retailers and manufacturers to research and secure retail locations throughout the United States. For further information, please contact Julius Feinblum at 1-800-791-8936. Email jmfrealty@aol.com.