

# Move Over Fellas, The Ladies Want To Get In The Game

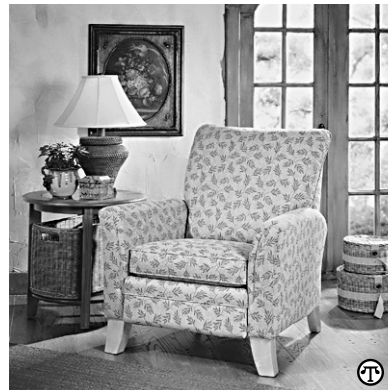
(NAPSA)—Stock the fridge with plenty of sparkling water, bring out the veggie pizza and invite the girls over—it's football season. With more than 40 million women watching the NFL on any given weekend, according to Nielsen, team jerseys, painted faces and cursing the quarterback for missed passes are no longer reserved for the guys.

According to an ESPN Sports Poll, women rated the NFL as their favorite sport to watch on TV. In fact, women comprise 43 percent of the NFL's fan base. In a possibly related trend, the number of recliners purchased each year by women has also been steadily increasing.

"Women have always been the primary purchasers of recliners, but until recently those chairs have been intended for use by men," said Paula Hoyas, product manager for La-Z-Boy. "Today, we are seeing more and more women buying recliners for themselves."

It's no wonder. As their male counterparts can tell them, there's no better way to enjoy a football game than from the comfort of a recliner. But this new breed of armchair quarterbacks want more than just a comfortable seat. They want style as well—and manufacturers have responded with chairs that fit a woman's body and tastes.

"With the array of attractive recliner styles that have debuted over the past few years, women no longer have to choose between comfort and style," said Hoyas. "They



**Stylish, smaller-scaled recliners provide the perfect place for female football fans to kick-back and watch the big game.**

can have a comfortable recliner that also looks great and complements the décor of their home."

Furniture companies offer a variety of recliner styles that blend function with fashion—elegant designs in stylish fabrics that even the most discriminating woman would welcome into her home. For instance, the "Riley" by La-Z-Boy brings comfort to a new level. Its exposed wooden legs and sleek design allow it to be easily paired with existing furniture pieces. La-Z-Boy also offers the "Zita" recliner—a contemporary spin on a retro design that is available with an optional power recline system, which moves the back and footrest simultaneously with a lever hidden between the seat cushion and the arm. A knockout in fabric or leather, "Zita's" fresh style, smooth lines and comfortable, plush seat-cush-

ion provide the perfect place to kickback and watch the big game.

In addition, La-Z-Boy has a wide array of other fashionable and smaller proportioned recliner styles designed to address the style preferences and comfort needs of today's women. Contoured, sleek styles in supple leather, and classic wing-chair designs with no hint of a handle in sight are attracting a fresh crop of fashion-conscious customers. And an increasingly versatile and fashionable array of fabric offerings, ranging from casual brushed cottons and twills to richly elegant floral tapestries, offers something to make any woman cheer.

For more information on how to enjoy the best seat in the house all season, and all year long, visit the Web site at [www.lazboy.com](http://www.lazboy.com) or call 1-800-MAKE A HOME (1-800-625-3246).