

PRESS RELEASE

Design Within Reach and Maharam Announce Partnership to Provide Exclusive Products to Residential Clients

June 25, 2007

Design Within Reach (NASDAQ: DWRI), an industry leader who offers readable access to licensed classics and new designs, and Maharam, a fourth generation family-run textile resource, have announced an exclusive partnership. Design Within Reach will offer Maharam textiles on a variety of DWR's most popular and exclusive upholstered products.

Design Within Reach, in association with the Maharam Design Studio, has curated a group of Maharam textiles on a number of upholstered products, available on a four to six week lead time. Beginning in August, Design Within Reach will offer for purchase an expanded number of their exclusive upholstered pieces, now with Maharam textiles. These will include among others (see attached for full list): the Bottoni collection by Dutch designer Marcel Wanders, the Theatre collection by Ted Boerner and the Flight Recliner by Jeffrey Bennett.

"The partnership with Maharam is a natural fit for Design Within Reach. We share many values including commitment to authorship, design heritage, innovation and technology," said Karen John, VP of Design and Merchandising for Design Within Reach.

Design Within Reach is the source for fully licensed classics. Design Within Reach was founded on a simple premise: The best in modern design should be accessible. As the source for fully licensed classics, their partnerships with Herman Miller®, Cassina®, Knoll®, Stua, Kartell, Flos, Fritz Hansen, Emeco and others means that the work of legendary designers like Charles and Ray Eames, Le Corbusier and Eero Saarinen is finally brought within reach of anyone who's interested – not hidden in the depths of designer showrooms.

Maharam offers a comprehensive collection of interior textiles, featuring innovative materials, iconic modernist designs and timeless textures. First renowned as a supplier of theatrical textiles, in the 1960s, Maharam pioneered the contract textile concept, developing engineered textiles for commercial application. Today, Maharam pursues a holistic approach to design, embracing a range of disciplines as fundamental to the Maharam business philosophy, including architecture and interiors, furniture, fashion, accessories, graphic and digital design.

About Design Within Reach, Inc. (NASDAQ: DWRI)

Design Within Reach, Inc., founded in 1998 and headquartered in San Francisco, is an integrated, multi-channel provider of distinctive modern design furnishings and accessories. Using a single common "in stock and ready to ship" inventory, the company markets and sells its products to both residential and commercial customers nationwide through www.dwr.com, the DWR catalog, Studios and direct sales force.

Press Contacts

Design Within Reach

Erin Brown 415.676.6587
ebrown@dwr.com

Maharam

Gita & Associates at 847.234.5334
or email gita@gitapr.com

Caroline Green 212.614.2918
cgreen@maharam.com



Design Within Reach & Maharam Partnership: Product List

Bottoni Collection

Maharam Fabric offering for Sofa, Armchair and Ottoman	Dandy/Charcoal and Tobacco Even/Onyx and Azalea Ledger/Stark and Grass
Maharam Fabric offering for Ottoman only	Stripes by Paul Smith/Modulating and Syncopated Stripes Letters/Taupe Wrought/Tortoise Intricate/Crimson

Theatre Sofa Collection

Maharam Fabric offering for Sofa, Loveseat and Armchair	Precisely/Fawn and Charcoal Crush/Olive and Smoke Aria/Spare and Cargo Mix/Birch
---	---

Libre Sectional Sofa

Maharam Fabric offering	Scene/Overcast
-------------------------	----------------

Flight Recliner

Maharam Fabric offering	Even/Morel and Damson Hint/Pewter, Demitasse and Winter
-------------------------	--

Accent Pillows

11" x 21" Pillow	Snap/Primary Mohair Panne/Revere Design 9297 by Josef Hoffmann/Scarlet Repeat Classic Stripe/Cadet Mikado/Sepia Stripes by Paul Smith/Modulating Stripe
17" x 17" Pillow	Shepherds Check/Black/White Oda by Kvadrat/730 Letters by Gunnar Aargaard Anderson/Sun Names/Crimson on White Raffia Cord/Document Quatrefoil/Silver
18" x 26" Pillow	Stripes by Paul Smith/Syncopated Stripe Mohair Panne/Revere Letters by Gunnar Aagaard Andersen/Taupe

