

Edward B. Seidner

Edward B. Seidner has been a seasoned successful businessman for over 32 years. After becoming well educated in the retail and wholesale furniture business, Mr. Seidner launched his career as co-founder of Jennifer Convertibles, a chain of retail furniture showrooms. He and his business partner of more than 30 years started their business with two stores, one downtown and one on the upper east side of New York City. Today, Jennifer Convertibles and Jennifer Leather are coast to coast with 175 locations and Mr. Seidner is Executive Vice President of the chain as well as a principal stockholder. He is mentioned in national magazines such as Forbes, Business Week and Wall street journal. He solely controls the real estate arm of the business inclusive of the showrooms and the national warehouses. Mr. Seidner is well known in his industry as a strong and fair negotiator.

Additional real estate accomplishments include the acquisition of a prime waterfront five acre tract of land fronting Jamaica Bay across from Kennedy airport and developing a 150,000 sq ft building that served as Jennifer Convertibles headquarters and northeast distribution center. Mr. Seidner has bought and sold dozens of properties from south Florida to the Hamptons on Long Island and has turned profits each time by buying , renovating and selling correctly using his business acumen and negotiating skills.

Most recently, Mr. Seidner signed a lease earlier this year that allowed Jennifer Convertibles to open their first Ashley Home Store in Carle Place, Long Island. This store is 40,000 sq feet and the lease is worth in excess of \$30 million dollars in revenues. Ashley is the largest furniture retailer in America and is a full line furniture resource for the American consumer. Mr. Seidner and the Jennifer organization opened their second Ashley showroom this May which was another multi million dollar lease to control a free standing building on Sunrise Highway In Suffolk County, Long Island.

Edward B. Seidner and Melissa J. Gagliano have formed a strong partnership combining their skills and finances into an aggressive but smart approach to acquire real estate. Their accomplishments in 2007 and 2008 have been purchases ranging form single family homes to several multi unit apartment complexes in the Alabama and Mississippi areas.

Mr. Seidner, resides in Jericho, New York