Leon's Furniture Names President of its Brick Division

Long-time Brick executive Dave Freeman to assume the role November 1st

TORONTO, ONTARIO October 31, 2016 – Leon's Furniture Limited ("**Leon's**" or the "**Company**") (**TSX: LNF**), today announced that it had named long-time Brick executive Dave Freeman to the role of President of its Brick division.

"It is with pleasure that after a lengthy process of due diligence and review, we have chosen Dave Freeman to be the President of our Brick division," said Edward Leon, President and Chief Operating Officer of Leon's. "Dave has been a valuable member of the Brick organization for over 35 years. We are confident that his leadership and success in several senior roles, have prepared him to lead the Brick into many years of continued growth and profitability."

Dave Freeman joined the Brick in 1980, as a member of the Company's distribution team. He has held a variety of roles in his 36 years with the organization, most recently as Senior Vice President of Operations. Dave will assume his responsibilities as President of the Brick on November 1, 2016.

About Leon's Furniture Limited

Leon's Furniture Limited is the largest retailer of furniture, appliances and electronics in Canada. Our retail banners include: Leon's; The Brick; The Brick Mattress Store; The Brick Clearance Centre and United Furniture Warehouse ("UFW"). Finally, the addition of the Brick's Midnorthern Appliance banner alongside with Leon's Appliance Canada banner, makes the Company the country's largest commercial retailer of appliances to builders, developers, hotels and property management companies. Leon's has in excess of 300 retail stores from coast to coast in Canada under various banners.

For further information, please contact:
Dominic Scarangella, EVP & CFO
Leon's Furniture Limited
dominic.scarangella@leons.ca
Tel: (416) 243-4073

Jonathan Ross
LodeRock Advisors, Leon's Investor Relations
jon.ross@loderockadvisors.com
Tel: (905) 334-0095