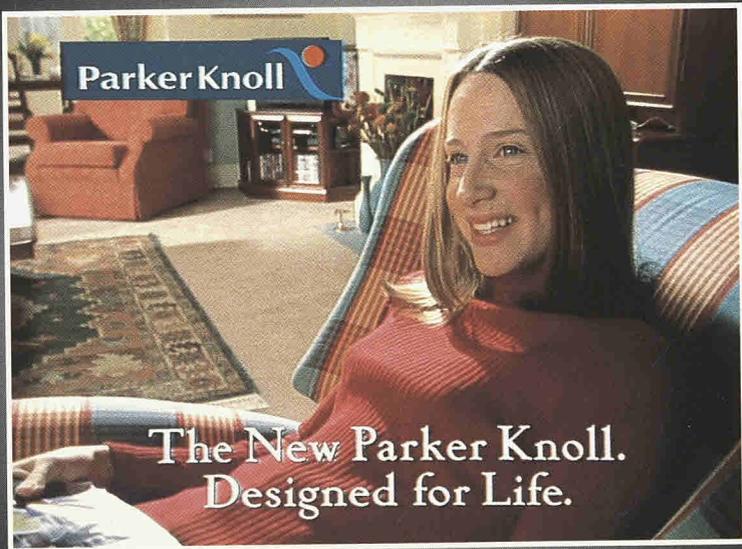
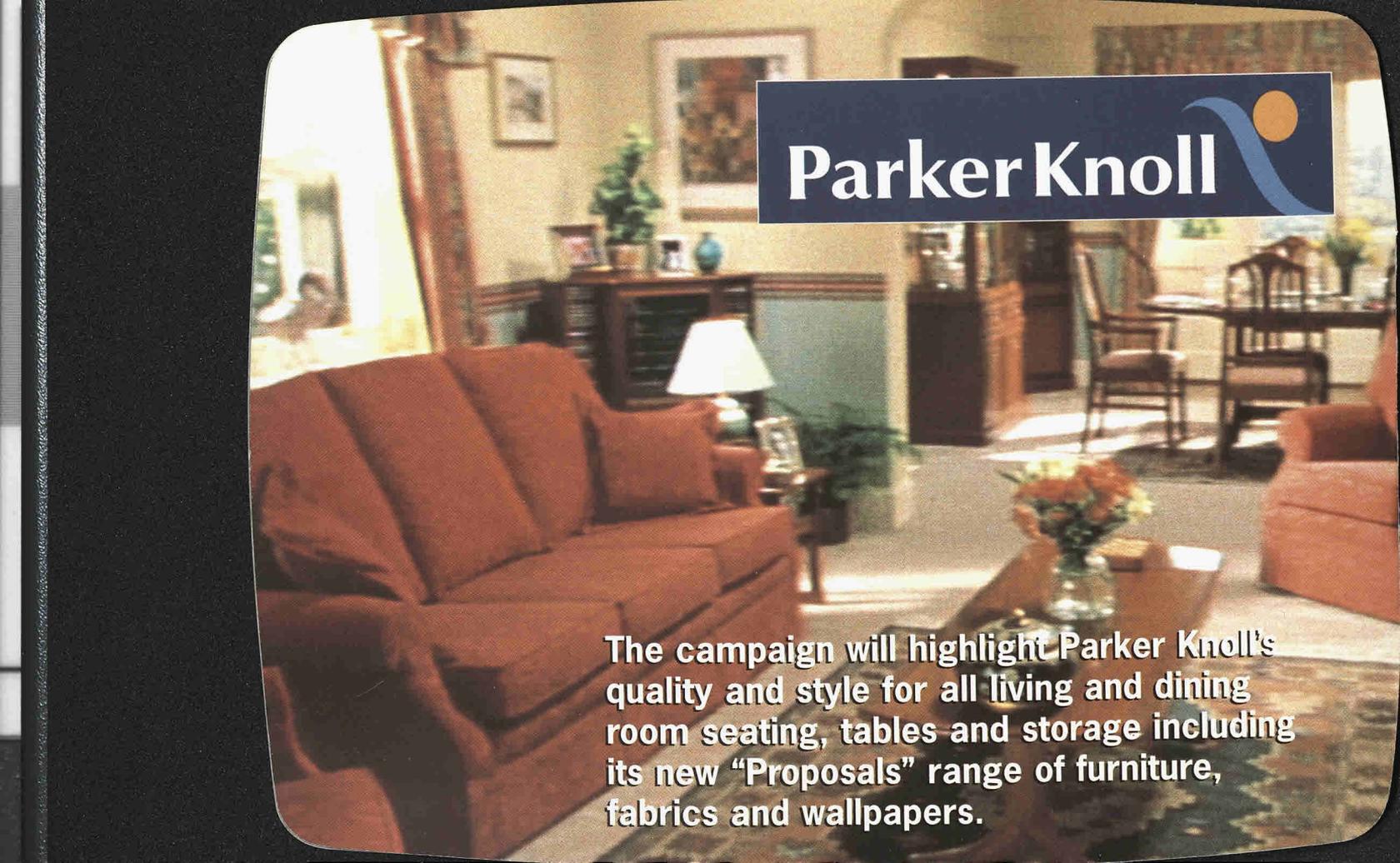


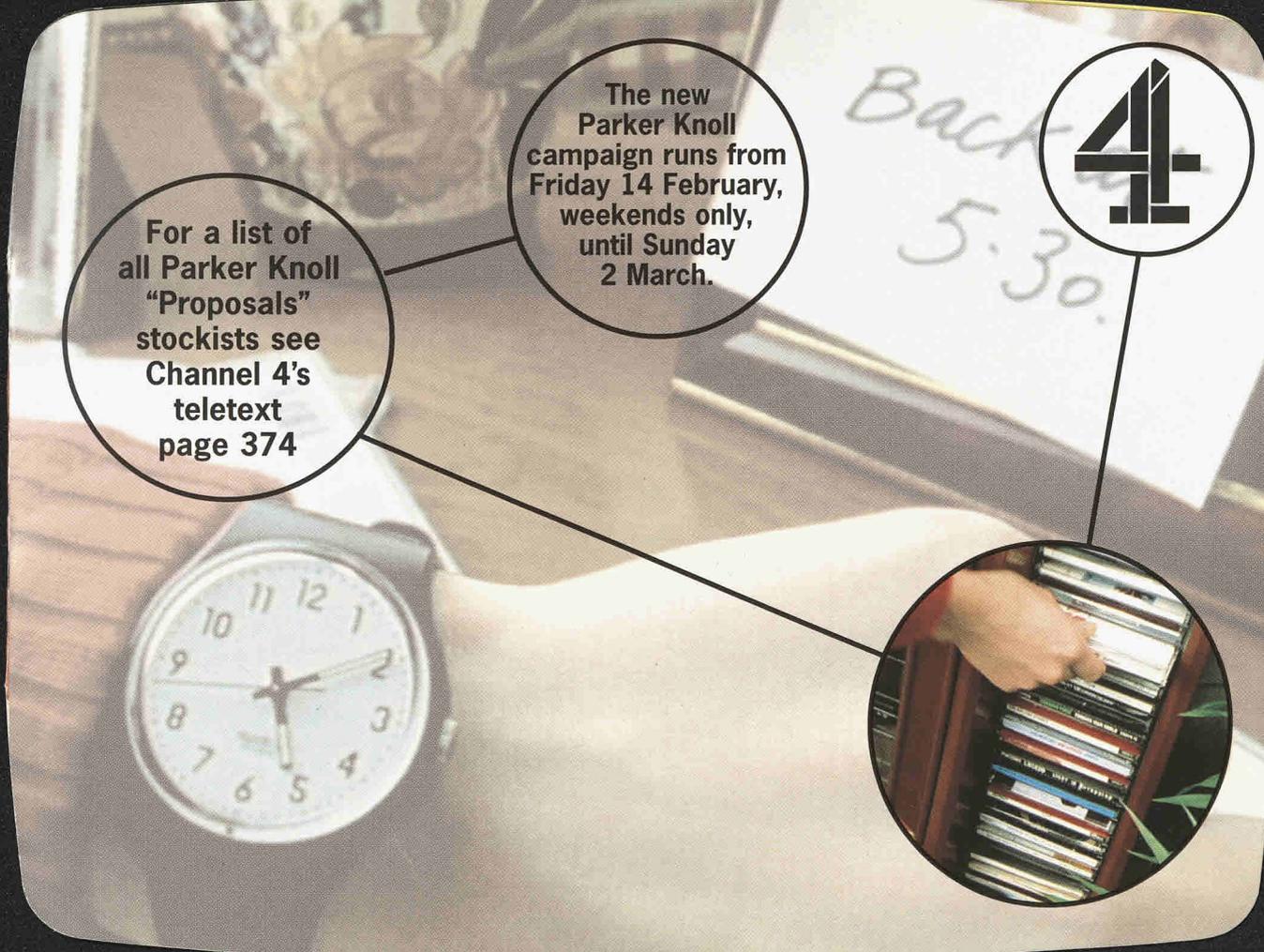
Parker Knoll's
first TV campaign
in 20 years





Parker Knoll

The campaign will highlight Parker Knoll's quality and style for all living and dining room seating, tables and storage including its new "Proposals" range of furniture, fabrics and wallpapers.



For a list of
all Parker Knoll
"Proposals"
stockists see
Channel 4's
teletext
page 374

The new
Parker Knoll
campaign runs from
Friday 14 February,
weekends only,
until Sunday
2 March.



4

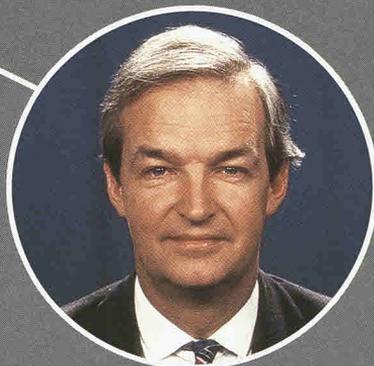


For the first time in 20 years Parker Knoll have chosen the medium of television for their advertising campaign. See their new 30 second commercial on Channel 4 commencing Friday 14 February running on weekends through to Sunday 2 March in these and other popular Channel 4 programmes:

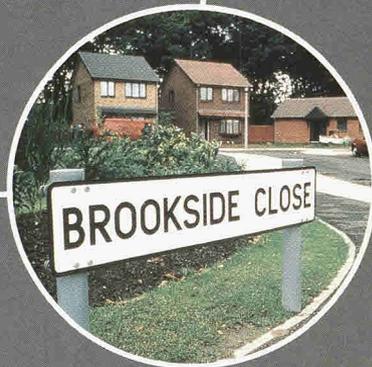
**Britain's
most upmarket
commercial
television
channel**

The new Parker Knoll commercial will reach 33% of all ABC1 Adults in the UK

Parker Knoll



Channel 4 News
14 February 1997
7.20pm
800,000 viewers



Brookside
14 February 1997
8.58pm
4 million viewers



Source: BARB