



POWER RECLINERS THAT LIFT

BRCM
Enterprises, LLC

Company Overview

Pride Mobility Products started in 1986 evolving from an existing family business focusing solely on lift chair manufacturing. Over the past 25 years Pride Mobility Products has grown to become the worldwide leader in lift chair, scooter, power wheelchair, and rehab product manufacturing.

Mega Motion, a subsidiary of Pride Mobility Products started in 1998 as a way to reach the retail market without crossing over into the durable medical equipment industry. Mega Motion continues to manufacture and sell lift chairs and scooters in the retail industry. We continue to work with the Pride Mobility Products team of engineers and product development to manufacture high quality products at a reduced cost.



- Demographics
- Easy Comfort Lift Chairs
- Expanded Line Lift Chairs
- Quality/Testing/Warranty
- Merchandising & Pricing
- Logistics & Shipping

The following information provides details on the demographics of “Baby Boomers” in the United States. This information will prove as a strong selling tool to furniture retailers.

Here Are The Facts:

Great opportunity exists for cash sales in our core business

FACT: On January 1, 2011 America's 78 million Baby Boomers will begin turning 65 at a rate of 1 every 10 seconds

- 8,640/day
- 262,800/month
- 3,153,600 in 2011

The wave continues for 18 years to 2029

FACT: This demographic has the **spending power of \$1.1 Trillion annually**

FACT: 11.2 Million people 16-64 have a physical disability*; By age 65, 66% of all seniors have at least one chronic disease/physical illness

FACT: 28.6% of people 65+ have a physical disability*; 20% of those older than 65 have five or more chronic diseases/physical illnesses

*2000 Census Data

**Survey results from 2009 Abilities Expo



The Future of Retail

FACT: Over 600 Thousand people have **knee replacement surgery** per year*

FACT: About 550 Thousand people develop **congestive heart failure** each year**

FACT: Estimated 1 in 5 Adults (46 Million) have **arthritis*****

The number of adults with doctor-diagnosed arthritis is projected to increase to 67 million by 2030, and more than one-third of these adults will have limited activity as a result

*www.zimmer.com

**Texas Heart Institute

***CDC



The Future of Retail

FACT: More than 193,000 total **hip replacements** are performed each year in the United States

FACT: In the United States, about 12 million people suffer from chronic obstructive pulmonary disease (COPD).

It is second only to heart disease as a cause of disability that forces people to stop working

FACT: Two-thirds, more than 190 million Americans are **overweight or obese (Bariatric Patients)**

Over 20 years (from age 30 - 50), people who are obese spend 36% more on health care services and 77% more on medications than cigarette smokers, who spend 21% and 28%, respectively



The Future of Retail

FACT: There are 24 million children and adults in the United States who live with **diabetes**.

They have a 60-70% chance of suffering from mild to severe nerve damage, and more than a 65% chance of heart disease or stroke. Living with diabetes also increases the rate of amputation, kidney failure and adult blindness

FACT: Autoimmune diseases cause significant and chronic morbidity and disability.

An estimated 237,203 Americans developed an autoimmune disease in 1996 and that approximately 1,186,015 new cases of these autoimmune diseases occur in the United States every 5 years. Women were at 2.7 times greater risk than men to acquire an autoimmune disease

Knowing These Facts:

How Can You Miss Out On The
Biggest “Boom” In History?

MEGA MOTION POWER RECLINER WITH LIFT

FC-101 – Infinite Position Chaise Lounger



Features & Benefits

- Infinite-position, all electric lift and recline
- Furniture grade hardwood/plywood construction
- Heavy-duty steel lift mechanism
- Chaise pad
- Dual motors
- Integrated emergency battery backup
- Warranty: 2 yr. parts, 1 yr. service, 1 yr. fabric, and lifetime lift frame

Weight capacity: 325 lbs.

Back width: 27"

Seat to floor: 18.5"

Seat depth: 19.5"

Seat width: 20"

Top of back to seat: 25"

Available Fabric

- Culp - Collindale - Java
- Culp - Collindale - Tumbleweed
- Culp - Collindale - Element
- Culp - Collindale - Basil
- Culp - Collindale - Chianti
- GTA -Wild Bill – Burgundy Vinyl



MEGA MOTION POWER RECLINER WITH LIFT

FC-201 – Three-Position Reclining Lift Chair



Features & Benefits

- Three-position, all electric lift and recline
- Furniture grade hardwood/plywood construction
- Heavy-duty steel lift mechanism
- Integrated emergency battery backup
- Warranty: 2 yr. parts, 1 yr. service, 1 yr. fabric, and lifetime lift frame

Weight capacity: 325 lbs.

Back width: 28.5"

Seat to floor: 18"

Seat depth: 20"

Seat width: 20"

Top of back to seat: 25"

Available Fabric

- Culp - Collindale - Java
- Culp - Collindale - Tumbleweed
- Culp - Collindale - Element
- Culp - Collindale - Basil
- Culp - Collindale - Chianti
- GTA -Wild Bill – Burgundy Vinyl



MEGA MOTION POWER RECLINER WITH LIFT

FC-301 – Three-Position Chaise Lounger



Features & Benefits

- Three-position, all electric lift and recline
- Furniture grade hardwood/plywood construction
- Heavy-duty steel lift mechanism
- Chaise Pad
- Integrated emergency battery backup
- Warranty: 2 yr. parts, 1 yr. service, 1 yr. fabric, and lifetime lift frame

Weight capacity: 375 lbs.

Back width: 29"

Seat to floor: 19"

Seat depth: 22"

Seat width: 19.5"

Top of back to seat: 25.5"

Available Fabric

- Culp - Collindale - Java
- Culp - Collindale - Tumbleweed
- Culp - Collindale - Element
- Culp - Collindale - Basil
- Culp - Collindale - Chianti
- GTA -Wild Bill – Burgundy Vinyl



MEGA MOTION POWER RECLINER WITH LIFT

FC-301 – Three-Position Chaise Lounger



Features & Benefits

- Three-position, all electric lift and recline
- Furniture grade hardwood/plywood construction
- Heavy-duty steel lift mechanism
- Chaise Pad
- Integrated emergency battery backup
- Warranty: 2 yr. parts, 1 yr. service, 1 yr. fabric, and lifetime lift frame

Weight capacity: 375 lbs.

Back width: 29"

Seat to floor: 19"

Seat depth: 20"

Seat width: 19.5"

Top of back to seat: 25.5"

Available Fabric

- Culp - Collindale - Java
- Culp - Collindale - Tumbleweed
- Culp - Collindale - Element
- Culp - Collindale - Basil
- Culp - Collindale - Chianti
- GTA -Wild Bill – Burgundy Vinyl



MEGA MOTION POWER RECLINER WITH LIFT

FC-375 – Three-Position Lounger



Features & Benefits

- Three-position, all electric lift and recline
- Furniture grade hardwood/plywood construction
- Heavy-duty steel lift mechanism
- Decorative Nail Head Trim
- Integrated emergency battery backup
- Warranty: 2 yr. parts, 1 yr. service, 1 yr. fabric, and lifetime lift frame

Weight capacity: 375 lbs.

Seat to floor: 18.5"

Seat depth: 19.5"

Seat width: 20"

Available Fabric: Culp – Cantina - Cocoa



MEGA MOTION POWER RECLINER WITH LIFT

LC-400 – Three Position Lift Chair



- Waterfall Pillow Back
- Ergonomic Push-Button Control Wand
- 375 lbs Weight Capacity
- Integrated Emergency Battery Back-up
- Premium Fabric 6 Colors – Quick Ship
- Lifetime Frame Warranty
- 4yrs Parts / 1yr Labor All Other Components Excluding Fabric / Lifetime Lift Mechanism

Available Fabric

- Culp -Majestic - Java
- Culp -Majestic – Brown Sugar
- Culp -Majestic - Evergreen
- Culp -Majestic -Cordovan
- Culp -Majestic – Old Navy
- GTA -Wild Bill – Burgundy Vinyl

Width	34.0
Depth	27.5
Height	42.5

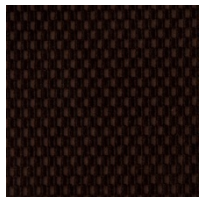


MEGA MOTION POWER RECLINER WITH LIFT

LC-400HM – Three Position Lift Chair with Heat & Massage



- Waterfall Pillow Back
- Ergonomic Push-Button Control Wand
- 375 lbs Weight Capacity
- Integrated Emergency Battery Back-up
- Premium Fabric 6 Colors – Quick Ship
- Lifetime Frame Warranty
- 4yrs Parts / 1yr Labor All Other Components Excluding Fabric / Lifetime Lift Mechanism



Available Fabric

- Culp -Majestic - Java
- Culp -Majestic – Brown Sugar

Width	34.0
Depth	27.5
Height	42.5



MEGA MOTION POWER RECLINER WITH LIFT

LC-401 – Two Position Wall Hugger



- Sewn Pillow Back
- Ergonomic Push-Button Control Wand
- 300 lbs Weight Capacity
- Integrated Emergency Battery Back-up
- Premium Bonded Leather 3 Colors – Quick Ship
- Lifetime Frame Warranty
- 4yrs Parts / 1yr Labor All Other Components Excluding Fabric / Lifetime Lift Mechanism

Available Fabric

- Culp -Hideout – Coffee Bonded Leather
- Culp -Hideout – Saddle Bonded Leather
- Culp -Hideout – Onyx Bonded Leather

Width	35.0
Depth	29.0
Height	44.0



MEGA MOTION POWER RECLINER WITH LIFT



LC-404 – Three Position Lift Chair

- Waterfall Pillow Back
- Ergonomic Push-Button Control Wand
- 375 lbs Weight Capacity
- Integrated Emergency Battery Back-up
- Premium Fabric 6 Colors – Quick Ship
- Lifetime Frame Warranty
- 4yrs Parts / 1yr Labor All Other Components
Excluding Fabric / Lifetime Lift Mechanism

Available Fabric

- Culp -Majestic - Java
- Culp -Majestic – Brown Sugar
- Culp -Majestic - Evergreen
- Culp -Majestic Cordovan
- Culp -Majestic – Old Navy
- GTA -Wild Bill – Burgundy Vinyl

Width	35.0
Depth	32.0
Height	43.0



MEGA MOTION POWER RECLINER WITH LIFT

LC-500 – Three Position Lift Chair

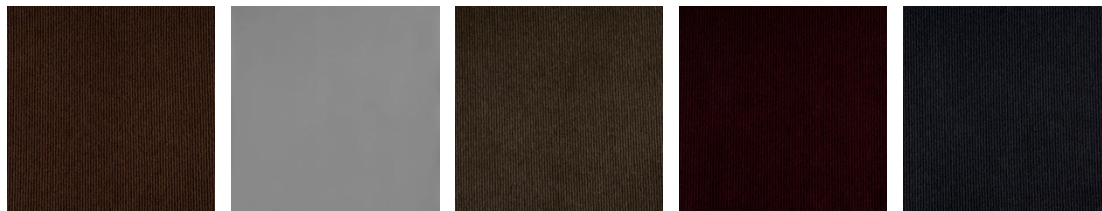


- Button Back
- Ergonomic Push-Button Control Wand
- **500lbs** Weight Capacity
- Integrated Emergency Battery Back-up
- Premium Fabric 6 Colors – Quick Ship
- Lifetime Frame Warranty
- 4yrs Parts / 1yr Labor All Other Components
Excluding Fabric / Lifetime Lift Mechanism

Available Fabric

- Culp -Caesar T/K - Java
- Culp -Caesar T/K - Charcoal
- Culp -Caesar T/K - Evergreen
- Culp -Caesar T/K - Vino
- Culp -Caesar T/K – Old Navy

Width	39.0
Depth	35.0
Height	47.0



MEGA MOTION POWER RECLINER WITH LIFT

LC-503 – Three-Position Chaise Lounger with Optional Heat & Massage



Features & Benefits

- Three-position, all electric lift and recline
- Optional heat & 3 function, 3 speed massage
- Furniture grade hardwood/plywood construction
- Heavy-duty steel lift mechanism
- Chaise Pad
- Integrated emergency battery backup
- Warranty: 4 yr. parts, 1 yr. service, 1 yr. fabric, and lifetime lift frame

Weight capacity: 375 lbs.

Back width: 29"

Seat to floor: 19"

Seat depth: 20"

Seat width: 21"

Available Fabric

- GTA - Endless Summer - Camel
- GTA - Endless Summer - Beluga

