



Immediate Release:
April 20, 2009

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Trade-in TradeUP!
*Nebraska Furniture Mart Launches
a New Electronics Recycling Program*

Omaha, Nebraska -- Nebraska Furniture Mart now offers a consumer electronics recycling program called Nebraska Furniture Mart TradeUps powered by Market Velocity. The program allows consumers the option to trade-in, donate or recycle their used electronic products for free from their home by visiting www.nfm.com. The program currently accepts items including computers, cell phones, MP3 players, digital cameras, Smartphones, and PDA's.

To participate in the program, consumers simply visit www.nfm.com and click on the TradeUP icon. Consumers will answer questions about their used electronic item. If the item currently holds market value and is in good condition, the user will receive TradeUp money for the quoted value. The TradeUp money will be mailed to the consumer to be redeemed for cash or used towards a future Nebraska Furniture Mart purchase. "The Trade Up program is a total solution for consumers to safely dispose of their electronic items and upgrade to the latest technology." – Jay Buchanan, Electronics Division Director, Nebraska Furniture Mart.

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