



the attitude of latitude

New Product Announcement

Outback Chair Rolls Out the Wave: a Boldly Styled Rattan Hammock

Part of Outback Chair Company's Urban Balance Collection of Rattan Furniture, the Wave will be on Display at the National Hardware Show and Lawn & Garden World

SAN DIEGO – May 1, 2007 – Outback Chair Company, Inc., manufacturer of the most complete line of remarkably relaxing hanging furniture, announced the introduction of the Wave: a hammock woven in an all-weather resin that is ultra violet-resistant, durable and maintenance-free. The Wave provides more support than a conventional fabric hammock, yet yields to each person who floats away to tranquility on its graceful contour. A new item in the Urban Balance Collection of resin rattan furniture from Outback Chair Company, the Wave comes in a rich, dark chocolate color. It is offered with three fashion-forward color choices for its pillow: ocean blue, kiwi green and mandarin orange. Dimensions: 33 inches wide, 80 inches long. Weight capacity: 350 pounds. MSRP: \$599.99.

The Wave will make its debut next week, May 8-10, 2007, at the National Hardware Show and Lawn & Garden World at the Orange County Convention Center in Orlando, Fla. Outback Chair Company will display its hanging chairs and hammocks at booth W1765.

“With all-weather rattan, our Urban Balance Collection is a new option that brings the appeal of hanging furniture to even more consumers,” said Jack Bass, president, Outback Chair Company. “Urban Balance re-defines the hanging furniture category, making it more fashionable and taking it more upscale at higher price points for retailers.” In addition to the Wave, Urban Balance features the Cove, a floating alcove that extends a cordial invitation to cozy up, settle back and chill out.

About Outback Chair Company, Inc.

When selecting casual furniture, discerning consumers seek exceptional value: imaginatively designed, well-made furniture that provides genuine comfort at a sensible price. For these consumers, and the retailers who serve them, Outback Chair Company manufactures and distributes the most complete line of remarkably relaxing hanging furniture. Suspended from the ceiling of a porch or swaying gently from a frame out back on a patio, by the pool or in the garden, Outback's hanging furniture – including chairs, loungers, recliners and hammocks – offers lofty comfort that raises relaxation to serene heights. Founded in 1997, Outback Chair Company (www.outbackchair.com) is headquartered in San Diego, Calif.

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