



the attitude of latitude

## New Product Announcement

# Outback Chair Company Presents the Curve: an Imaginatively Designed Rattan Hanging Chair

***Part of Outback Chair Company's Urban Balance Collection of Resin Rattan Furniture, the Curve will be on Display at the Casual Furniture & Accessories Market***

**SAN DIEGO – June 7, 2007** – Outback Chair Company, Inc., manufacturer of the casual furniture industry's most complete line of remarkably relaxing hanging furniture, announced the introduction of the Curve: a smartly styled hanging chair woven in all-weather resin rattan. The gentle contours of the Curve's seat and back promise a whole new horizon of floating relaxation. The latest item in the Urban Balance collection of resin rattan furniture from Outback Chair Company, the Curve is crafted with premier-quality materials, featuring resin rattan in a dark-chocolate color and an epoxy-coated aluminum frame. It is offered with three fashionable color options for its comfortable pillow: ocean blue, kiwi green and mandarin orange. Hanging hardware is included. Dimensions: 45 inches wide, 30 inches deep and 60 inches high. Weight capacity: 300 pounds. MSRP: \$399.99.

Outback Chair Company will showcase the Curve at the Casual Furniture & Accessories Market at the Merchandise Mart in Chicago, September 17-21, 2007. Outback Chair Company will display its hanging chairs and hammocks at booth 8-8130.

"With our Urban Balance collection, Outback Chair Company is re-imagining the entire hanging furniture category," said Jack Bass, president, Outback Chair Company. "All-weather resin rattan is an elegant alternative that takes the category mainstream, appeals to upscale consumers, and offers higher price points and margins for retailers."

In addition to the Curve, the Urban Balance collection of resin rattan hanging furniture now includes the Cove (a floating alcove that extends a cordial invitation to cozy up) and the Wave (a boldly styled hammock that yields to each person who floats away to tranquility on its flowing contour). As with conventional wicker and rattan, air circulates through the weave of Urban Balance hanging furniture for cool comfort outdoors in warm weather. Unlike wicker and rattan, however, resin rattan is ultra violet-resistant, durable and maintenance-free and holds up against the sun's rays, rain and dirt. Urban Balance pillows are made of quick-drying and easy-to-clean olefin, known for its light weight, comfortable feel and resistance to deterioration from sunlight, moisture and mildew.

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**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](http://www.outbackchair.com)) is headquartered in San Diego, Calif.

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*Note to Editors: High-resolution images of the Curve and other hanging chairs and hammocks in the Urban Balance collection are available upon request. Editorial appointments with Outback Chair Company at the Casual Market may be scheduled at editors' convenience.*