



Press Release

The New Urban Balance Collection from Outback Chair Company Makes a Successful Debut at the Casual Furniture & Accessories Market

Casual Market Show Special Available to Retailers until Friday, October 19, 2007

SAN DIEGO – September 27, 2007 – Outback Chair Company, manufacturer of the casual furniture industry’s most complete line of remarkably relaxing hanging furniture, introduced its new Urban Balance collection last week in Chicago, Ill. at the Casual Furniture & Accessories Market, where leading manufacturers of casual indoor and outdoor furniture gathered from around the world to showcase their new product introductions. The Urban Balance collection, crafted in resin rattan in a dark-chocolate color, won rave reviews from retailers and industry watchers alike.

“The Urban Balance collection marks a departure of sorts from Outback Chair Company’s style,” said Mary Gerlach, associate editor, *Home Fashion & Furniture Trends*. “Typical designs include utilitarian, functional pieces, but it is clear from the shape and styling of the Urban Balance collection that modern design and aesthetics are more prominent elements.”

Urban Balance takes the hanging furniture category upscale at higher price points with higher margins for retailers. The pieces are offered with three fashion-forward color options for their pillows and seat cushions: ocean, kiwi and mandarin. The collection includes:

The Cove – a floating alcove that extends a cordial invitation to cozy up with its five pillows. Dimensions: 42-inch width, 26-inch inside depth. Weight capacity: 300 pounds. MSRP: \$999.99.

The Curve – a smartly styled, c-shaped hanging chair with a gently contoured seat and back. Dimensions: 45-inch width, 30-inch depth, 60-inch height. Weight capacity: 300 pounds. MSRP: \$429.99.

The Wave – a boldly luxurious hammock that provides more support than the usual hammock and combines the soothing sensation of a chaise lounge with the floating feeling of a hammock. Dimensions: 33-inch width, 80-inch length. Weight capacity: 300 pounds. MSRP: \$599.99.

The Expanse – an inspired reinterpretation of the traditional porch swing, complete with two cup holders. Seating width: 42 inches. Weight capacity: 500 pounds. MSRP: \$649.99.

Outback Chair has extended its special offer to retailers on new Urban Balance orders. Orders placed by Friday, October 19, 2007 can qualify for pre-paid freight and wholesale price discounts. And new orders may be shipped up until March 31, 2008. Retailers may call Outback Chair Company toll-free at 1.800.444.7998 for details.

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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) is headquartered in San Diego, Calif. Toll-free phone: 1.800.444.7998.

Note to Editors

A variety of high-resolution images of the items in the Urban Balance collection are available to members of the media upon request. Please contact David Aquilina for assistance.

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