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Atlanta to Get Summer Classics' First "Master Store" Showroom

Birmingham, AL – August 16, 2007 – Garden furniture manufacturer Summer Classics of Birmingham has leased 25,000 square feet to open its newest showroom at 855 Holcombe Bridge Road in Roswell, GA. The new business will mark the first time Summer Classics has partnered with an existing dealer of its outdoor furnishings to open a Summer Classics store. The Roswell location will also be Summer Classics' largest retail store. The target opening date is October 1, 2007.

In addition, the Roswell location is the inaugural launch of the Summer Classics' "Master Store" concept. This unique merchandising mix combines its entire outdoor furniture line, indoor home furnishings, French and Asian antiques, accessories, and holiday décor—all under one roof.

The real estate was formerly occupied by a Seasonal Concepts retail store. Seasonal Concepts closed all of its retail locations in Atlanta in the last 6 months. "This is an exciting venture to partner with an existing dealer of our products," says Evan Dorman, Vice-President of Summer Classics' retail division. "With all the changes happening in the industry, we're happy to partner with the right people in the right competitive markets," he adds.

Summer Classics has been called "The Ralph Lauren of Garden Furniture." Bew White, Founder and President, puts it this way, "our company revolves around the principle that truly classic design, no matter how simple or elaborate, can and will be embraced for years. We're a market driven company that stays in tune with what the customer wants. So, our look changes completely every 4-6 years. But, we always design for quality that considers durability rather than price points. The buying decision is really a lifestyle decision with our products. The Master Store concept is particularly interesting. With

such a diverse merchandise mix, the customer will have reason to come back several times each year—instead of buying their outdoor furniture and not visiting the store again for several years. Atlanta presented us a unique opportunity that we couldn't pass up.”

Summer Classics, formerly the Vista Corporation, was formed in 1978 as a manufacturer's representative company offering lifestyle furniture to retailers across the United States. Today, Summer Classics is a design leader, offering a diverse product line of outdoor furniture including wrought iron, wrought aluminum, weather proof “N-DURA” wicker, cast aluminum, imported home furnishings, and a vast line of accessories. The company sells to over 400 dealers and operates/ licenses 11 Summer Classics retail stores. The company has sold private label products to Neiman Marcus, Horchow, Smith & Hawken, Great Indoors, Gardeners Eden, and Frontgate. For more information, visit www.summerclassics.com.

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