



FOR IMMEDIATE RELEASE

Media Contact:

Jamie Warren

205-408-6043

jwarren@summerclassics.com

www.summerclassics.com

San Antonio Gets Texas' First Summer Classics Showroom

Birmingham, AL – July 19, 2007 – Furniture company Summer Classics of Birmingham, AL has opened its first Texas showroom in San Antonio at 2600 Broadway Street. The wholesaler of outdoor goods to the design trade and catalogs such Neiman Marcus, Horchow and Frontgate, Summer Classics now has 11 retail stores around the country. The San Antonio store had its soft opening in late 2006.

“We’re re-defining how people live outdoors,” says Evan Dorman, Vice-President of Retail Stores. “Our customers find that they can add livable square footage to their homes while creating very unique spaces to entertain or spend time with family. We’ve taken all the fashion styling of classic indoor furniture and made it to thrive in the Texas weather,” Dorman adds.

The company renovated the location at 2600 Broadway Street near Brackenridge Park. Now, customers are greeted with constantly changing merchandise, designer lighting, and music of Frank Sinatra and Norah Jones. The renovation to the real estate is a major part of achieving the dramatic look. “When we open a store, people can’t believe the change. The atmosphere is so unique,” says Dorman. He adds, “Customers can’t believe their outdoor spaces can look like this. We try to create a retail experience that’s comfortable, and inviting--filled with style and romance.”

The company has been called “The Ralph Lauren of Garden Furniture.” “Summer Classics was founded on the principle that truly classic design, no matter how simple or elaborate, can and will be embraced for years,” says Bew White, company founder and President. “We’re a market driven company that stays in tune with what the customer wants. We design for quality that considers durability rather than price points. It’s about subtle details that make the buying decision a lifestyle decision,” White adds.

Summer Classics is open 10 am to 5 pm Monday through Saturday. The San Antonio store number is 210-223-4610. For more information, visit www.summerclassics.com

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. Through his vision and conviction, William Bew White III, founder and president of Summer Classics, has created a lifestyle company that offers exquisite product lines that follow market needs and tastes, starting in 1978 with painted wooden furniture, market umbrellas, and umbrella bases.

Summer Classics now offers a diverse product line of outdoor furniture including wrought iron, wrought aluminum, weather proof "N-DURA" wicker, cast aluminum, imported home furnishings, French and Asian antiques and a vast line of accessories. Today, the company offers over 200 products in a wide variety of colors and styles, all of which exceed the highest quality standards in the industry. Summer Classics has sold private label products to Neiman Marcus, Horchow, Smith & Hawken, Great Indoors, Gardeners Eden, and Frontgate. For more information, visit www.summerclassics.com.

###