

S U M M E R C L A S S I C S

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New 2008 Product Launch Shows Mixed Styles and Industry First

Birmingham, AL – July 23, 2007 – Furniture company Summer Classics of Birmingham, AL will unveil its new 2008 product designs at its annual Garden Party event on August 7 at its Factory Showroom in Birmingham. With eight new collections and several additions to existing lines, this product launch will debut a first in the industry – a reticulated foam substrate under a woven N'DURA resin. With sales already up 30%, Summer Classics plans to have another record breaking year.

“Once again, we’re re-defining elegant outdoor living,” says Bew White, President and Founder. “I’m excited by all the color and pop of this year’s line. This year’s new product has contemporary choices as well as our interpretations of some truly classic standards in furniture and accessories. The materials mix and manufacturing feats we’ve been able to achieve are particularly ground breaking. I look forward to the market’s response,” White adds.

2008 New Product

Detron

- Trademarked design; sleek, contemporary style; reticulated foam substrate under a seamless woven N-DURA resin; water passes through cushions
- Cast aluminum feet; custom-fit bolster cushion integrated into design
- Sectional sofa has slipper chair, right facing chair, left facing chair, lounge chair
- End and Coffee Tables have removable tray lids.
- Finishes: raffia and black walnut



Coral Bay

- PVC vinyl hand woven over wrought and cast aluminum frame hybrid; extruded bamboo wrought aluminum frame w/ Sherwin Williams pecan finish



Park

- Form fitted cushion integrated in design, 100% outdoor ocean designation
- Burmese teak legs; Coffee & End Table have Burmese Teak top; N-DURA resin skirt; teak legs
- Arm & side chair; Coffee & End Tables; Sofa, Loveseat, Lounge Chair & Ottoman
- Materials tested for durability at Summer Classics testing lab



Carmel

- Artesian woven back & side panels; sculpted arms & legs, graceful curves
- Burmese teak
- Replaceable seats (removable frame)



Palm

- Slatted back wrought aluminum collection
- Shutter back design; thick arm and wide proportion
- Light weight chairs; stackable
- Curved back for comfort
- Dining chairs have slats for extra strength



Somerset

- Cast aluminum; Charleston inspired design



Westport Chair

- Double X back with channeled arms & legs
- Price point option within the line



Plaza

- Woven seat & back; wrought aluminum arms; sophisticated; great complement to Portofino collection



New for Lauren Collection

- Finishes: Raffia, Pecan, Black Walnut

New for Peninsula Collection

- Now available in Black Walnut with Antique Ebony finish (black liquid finish with mustard powder undercoat)

Other New Designs

- Tuscany recliner
- Ocean Grande teak Euro Table; bar height table and stools with slatted back
- Ocean Grande teak bench
- French Country dining table; two toned natural legs and honey top; aluminum
- Wrought aluminum planters; shutter design
- Terrace Rose is now aluminum--except for lounge chair
- Peninsula coffee & end tables with inset glass
- Dog Beds—available in all SC fabrics

New table tops

- Tacoma—double lattice antique marble; oval; 60", round 60", 48", 36", 24"
- St. Lucia—antique marble with fleur de lee
- Boca Raton—black & green granite; earth tone & gray slate
- Marina—faux stone
- Milan Patina—faux stone
- Quatro—slatted buffet, dining table, bar table

Fabrics

- Coordinates section for matching fabric collections; 91 Exclusive fabrics
- Fringe, cord and caterpillar edging for all pillows and fabrics

Outdoor Lamps

- 3 shade types; exclusive designs to SC
- Designs: San Francisco; Circa; Bali; Botello; Florentine; Roma

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 lifestyle company that offers exquisite product lines that follow market needs and tastes. The company sells over 200 products in 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. 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.

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