SUMMER SULASSICS

2010 MEDIA KIT

MEDIA CONTACT:

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Welcome

I AM PLEASED TO INTRODUCE WHAT'S NEW IN 2010 FOR SUMMER CLASSICS, THE BEST SELLERS IN THEIR CLASS.

It's a new season, with new contemporary collections, value priced collections, new green & waterproof cushion formula, a new designer cushion program and a Direct Import sister company called Parker James. In tough economic times, we are staying positive and working hard as we gear up for the new year.

SUMMER CLASSICS® IS CELEBRATING THIS NEW SEASON WITH THE ADDITION OF FIVE ENTIRELY NEW COLLECTIONS AND AN EXPANDED FABRIC LINE AND CUSHION OPTIONS. PART OF WHAT OUR DESIGNERS HAVE DEVELOPED FOR THIS YEAR INCLUDES THREE VALUE PRICED DESIGNS CALLED SKYE (OCEAN[®] DESGINATED WICKER), AIRE (TUBULAR-WICKER HYBRID) AND STRATA (WROUGHT ALUMINUM). ALL STILL FEATURE OUR EXCLUSIVE N-DURA® COLORFAST TECHNOLOGY FOR GREATER UV RESISTANCE AND A GREATLY EXPANDED NUMBER OF COLORES[™] FABRIC COLORS AND COLOR COMBINATIONS FOR OUR CUSTOM CUSHIONS.

Come see our two new contemporary collections. Circa's bold arches and crystalline are Born of classic, mid-century modern design. Halo is a graphically lyric reinvention of the adirondack chair. A portion of Halo's proceeds will go to ovarian cancer research.

By popular demand, we have added the Sedona daybed, Lagos sectional deep seating and Palm shutterback design in a new color.

Many of our dealers and all of our 11 company-owned retail showrooms will also be introducing the SC Home™ indoor line, an incredibly unique, European-inspired offering of indoor case goods and upholstery.

WE LOVE TO MAKE OUR SHOWROOMS A PLACE WHERE PEOPLE FEEL AT HOME, AND AS EDITOR AND PUBLISHER OF HEARTH & HOME MAGAZINE, RICHARD WRIGHT, SAID, "Summer Classics is one of two or three showrooms that you want to go into because you know you are going to see something beautiful and romantic, that you would covet and want in your own home."

Our hard work has paid off, as Summer Classics was awarded for the second consecutive year "Most Fashionable Retailer" and "Best Overall Merchandising, Multistore" and now "best use of Accessories" by Casual Living magazine for its 2009 Merchandising Awards.

Come by and relax awhile,

Robert Robinson, IDSA, AIGA Director of Advertising and Public Relations (205) 706-4644 Robrob@summerclassics.com

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VIKING LEGEND DESCRIBES SCOTLAND'S ISLE OF SKYE AS THE WINGED ISLE, ROMANTICIZING ITS MIST-LADEN AND MOUNTAINOUS SCENERY. OUR STACKABLE SKYE HAS CLOUDLIKE CURVES AND IS FULLY WOVEN FOR WORRY-FREE COASTAL ENJOYMENT. MADE FROM A 6MM HAND-WOVEN, FLAT, *N-dura*[®] RESIN. PATENT PENDING.





#2 Ancient Earth



Sofa







Lounge

End Table

CHAISE

AIRE & STRATA



Delicate and comfortable, the stackable Aire Chair features double woven panels of 6mm hand-woven, flat, *N-dura*[®] resin made to conform to the body. "Lighter than Aire", the stackable Strata chair features complex bends in beautifully-radiating, aluminum, slatted seat and back. Whether you choose wicker or metal, each masterful piece balances both beauty and function.













Aire Chair

Cort Dining



Born of classic, mid-century modern design and inventive, half-moon aluminum extrusions, the bold arches and crystalline finishes make our Circa sculpture for the home. Woven in pearlescent white or satin black N-dura resin wicker.









#0

BLACK

DINING



Arm Chair

Lounge Chair & Ottoman

NESTING TABLES



CURVILINEAR AND LYRIC, OUR HALO MAKES A HEAVENLY STATEMENT. DOUBLE WOVEN PANELS OF STRETCHED, *N*-dura[®] RESIN WICKER CONFORM TO THE BODY, IN PURE, CUSHION-LESS FORM. EXCELLENT FOR COASTAL USE, A DIVINELY CONTEMPORARY ALTERNATIVE TO THE ADIRONDACK CHAIR.

A portion of the proceeds will go to cancer research in honor of Susan Lambeth who represented Summer Classics for 16 years. She lost her three year fight to ovarian cancer in January of this year.





LAGOS, THE PORTUGUESE WORD FOR LAKE, IS AN ANCIENT MARITIME TOWN ON THE SOUTHERNMOST POINT OF PORTUGAL. OUR LAGOS IS FULLY WOVEN, MARINE GRADE, *N*-dura[™] RESIN 4MM HALF-ROUND RESIN WOVEN IN 4 INCH SQUARES OVER AN ALUMINUM FRAME. DINING IS A 6X6 SQUARE WEAVE. PATENT PENDING.



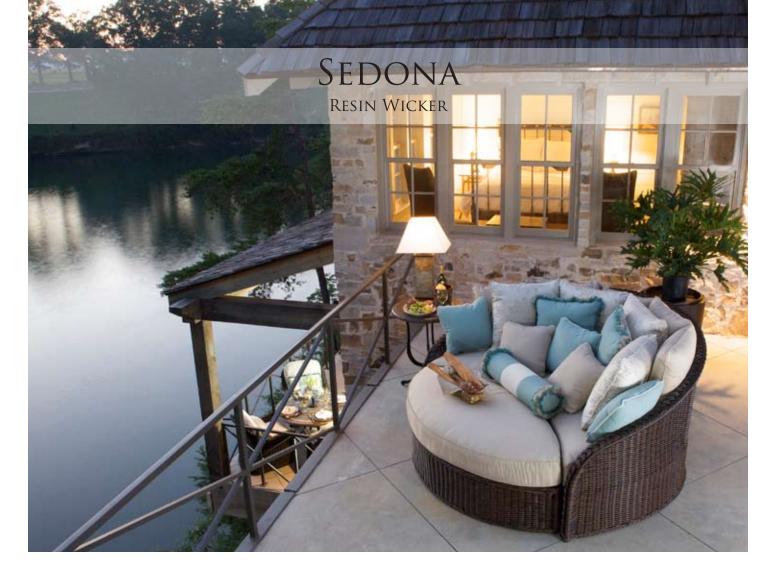


#1

OTTOMAN

#2 BLACK WALNUT





On the perimeter of the Grand Canyon, along the winding Colorado River sits the city of Sedona. Our Sedona is a 1960's reinterpretation in *N*-dura[®] resin of a material called Seca, which was a reed used to achieve a braided, thick wicker. Sedona features an oversized daybed and our romantic European height dining collection. Made from a 8mm hand-woven, round, *N*-dura[®] resin. Patent Pending.



#2 Black Walnut



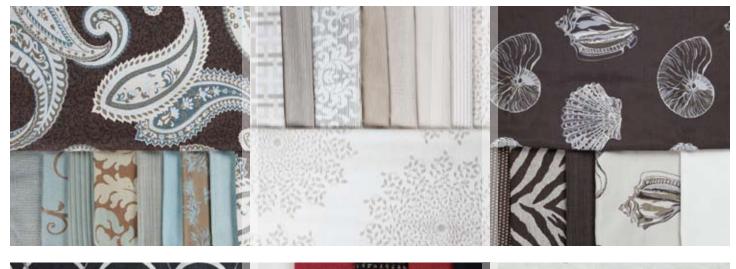
#9 Pecan



DAYBED

OLORES EXCLUSIVE FABRICS 2010 OUTDOOR FABRICS & RUGS

NEW FOR 2010: STATE-OF-THE-ART EMBROIDERY PROGRAM NEW DESIGNER THROW PILLOW OPTIONS NEW ORIGINAL EXCLUSIVE DESIGNS









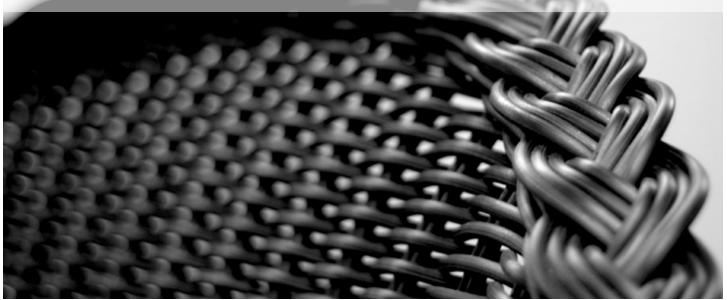


ALL WEATHER RUGS

FADE-RESISTANT • STAIN-RESISTANT • WORRY-FREE



TECHNOLOGY



N-DURA[™] COLOR FAST TECHNOLOGY

N-DURA[™] HYBRID ACRYLIC PAINT FINISHES AND RESIN WICKER IS A PROPRIETARY POLYMER MATERIAL WITH COLOR PATTERNS UNIQUE TO SUMMER CLASSICS. N-DURA[™] IS WEATHERPROOF AND WILL WITHSTAND FIVE YEARS IN DIRECT SUNLIGHT WITHOUT FADING.

Mortise and Tenon

MANY OF OUR TEAK PIECES UTILIZE MORTISE AND TENON CONSTRUCTION, AN ANCIENT METHOD OF JOINING WOOD WITHOUT GLUES, LASHES OR METAL FASTENERS. THE FINISHED JOINTS ARE SIMPLE, STRONG AND ELEGANT.

WROUGHT METAL

Strong, lightweight and weather-resistant aluminum tubing is carefully bent by hand to accommodate unique designs. Certain pieces also integrate extruded tubing in order to achieve a specific stylized look. All aluminum frames are constructed with solid, 360-degree welds.

CAST METAL

CERTAIN PIECES, DUE TO THEIR COMPLEXITY OR BECAUSE OF THE AESTHETIC AND TACTILE REQUIREMENTS OF THE DESIGNERS, ARE CREATED THROUGH CUSTOM CASTINGS. BASKET WEAVE PATTERNS AND SHAPES WITH VARYING THICKNESSES ARE CAST IN ALUMINUM, WHILE INTRICATE FLORAL PATTERNS ARE OFTEN CAST IN IRON.

CONSUMER ADVERTISING







SEE THIS AD IN TRADITIONAL HOME MAGAZINE - JUNE 2009 SEE ALSO FEB-MAR, APRIL, MAY, JUN-JUL







SEE THIS AD IN GARDEN DESIGN - JULY 2009 SEE ALSO FEB, MARCH, APRIL, MAY, JULY

AWARDS www.summerclassics.com/press/articles

BUSINESS



Product Design



Winner 6th VESTA Award in 8 years for the Yacht Reclining Lounge Chair in the Outdoor Furnishings Category

14

Merchandising



2008 Merchandising Award winners named Summer Classics receives 2008 Most Fashionable Retailer award

-- Gasual Living, 6/2/2008 7:14:90 AM

Staff at Casual Living, along with industry veterans, recently met to judge the annual Merchandising Awards, a competition that recognizes the best in casual furniture showroom displays and merchandising. The winners are featured in this month's issue. They are:

Most Fashionable 2008 - Summer Classics

Best Overall Merchandising, multistore – Summer Classics

2008 & 2009 Most fashionable Retailer Award 2008 & 2009 Best Overall Merchandising multistore Award 2009 Best Use of Accessories Award "Summer Classics was the hands down winner"

- Furn. Today 6/15/09

MARKETING MATERIALS



Entrant: Elite Print Group Inc. Award: 4. Pa Category 20088820205565655555 sheetfed Title: Summer Classics Contract Customer: Elite Print Group Inc. Printer: Elite Print Group Inc Press Manuf Stratt Barrossssssssss Entrant: Elite Print Oroup Inc. Award: 4. Penter Category SatasaBBBBBBSSSSSSSS sheeted Title: Summer Classic Main Customer: Elite Print Group Inc. Printers Elite Print Group Inc. Press Manuforessessessessesses Paper Montactureri H SSSSSSSS ne Paper Gold East Paper Ink Manufactureri H SSSSSSSSS einbarg S88207777788

2008 pewter award, sheetfed business catalogs 2009 Bronze Award, sheetfed business catalogs http://www.youtube.com/watch?v=IgW7GSUfK2o

PRESS www.summerclassics.com/press/articles

Summer Classics improves outdoor cushion designs - 4/20/2009



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Summer Classics improves outdoor cushion designs Cushion features many innovations

-- Casual Living, 4/20/2009 9:18:00 AM

Outdoor lifestyle furniture manufacturer Summer Classics began shipping a new cushion formula in mid-March.

The newly designed cushion features many innovations including an anti-microbial waterproof liner, outdoor zippers, a new soft-standard of firmness in the foam/fiber mix and customizations options. All of the innovations address top concerns identified through intensive market research concerning UV resistance, water repellency, zippers and standard firmness.

Summer Classics quality control labs tests found the new cushion formulation responds better than the previous design in all areas. To achieve this, Summer Classics worked with its suppliers to optimize cushion formulation and construction insuring both comfort and durability. The company's supplier conducted 100,000 cycle pound tests of many constructions until the right formulation kept its shape without pancaking out, while remaining soft enough to be comfortable.

"By changing the construction of our filler, the new cushion allowed a firm enough, soft enough sit that keeps its resiliency over time," said Angela Paumen, cushion plant general manager.

"The newly formulated prototypes underwent sit tests with our sales reps and many consumers, resulting in a hands-down success over our competitors," said Harold Hudson, Summer Classics vice president of sales and marketing.

"Staying ahead of market changes is what makes us who we are," Summer Classics President Bew White said. "We continually strive to make Summer Classics the standard of excellence for the industry."

Summer Classics adapts to handle challenging economy SC Home to launch in August

By Kristine Ellis -- Casual Living, 6/1/2009

Believing manufacturers should be stepping up rather than pulling back in this economy in particular, Summer Classics will introduce four new collections at the Chicago Preview Show — including its first sling collection — as well as offer a new container program featuring collections under the Parker James brand.

The manufacturer is adamant that a slow economy demands an aggressive response.



"It's been pretty disappointing to us that many manufacturers are not attending premarket and are not planning any new collections or fabrics," said Bew White, president. "It seems in this challenging market we are in dire need of product that will excite consumers to make purchases, and of effective partnerships and strategies with dealers to increase sales volume."

In addition to the new collections, Summer Classics will introduce three table and chair groups with opening price points to give dealers more flexibility to draw in price-conscious consumers.

Bew White

The new direct-import container program is also value oriented. Offered in partnership with Parker International, it will include nine collections of metal woven and mixed materials.

FURNITURE Today

Fresh designs, new programs draw interest at Casual Preview Show

News Source: Furniture Today| Date: Aug 24, 2009 ...Classics' showroom included not only its own introductions and SC Home indoor products, but the launch of partner company Parker James with 10 container-only collections.

http://www.furnituretoday.com/article/329011-Fresh_ designs_new_programs_draw_int...



The Voice of the Hearth, Barbecue and Patio Industries

2009 Summer Classics named best selling line in its class.



Video Debate: What Will Happen to CIT? Published: Thursday, 16 Jul 2009 | 2:38 PM ET

By: <u>Sabrina Bachai</u> Special to CNBC.com

A bankruptcy filing for CIT Group is likely, sources have told CNBC, but the debate on whether CIT should receive a government bailout or be allowed to fail is still up for discussion by many CEOs and financial analysts.

CIT Failure Would Be Catastrophic:

"If CIT were to go under, I would be concerned for a [small business] that only uses CIT. They're invoicing every day, they're turning the invoice over to CIT, and then they get the money right away. That's the money that they use for their entire cash flow for their company. If you turn [invoices] over to CIT and they can't pay you because they don't have cash, and you're getting ready to make payroll or a payable ... you can't make that payroll." - Bew White, president and CEO, Summer Classics

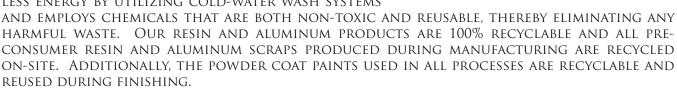
http://www.cnbc.com/id/31941504/site/14081545

GREEN INITIATIVE



SUMMER CLASSICS IS COMMITTED TO FURTHERING ITS EFFORTS TO BECOME AN ENVIRONMENTALLY RESPONSIBLE COMPANY. WE STRIVE TO MANUFACTURE PRODUCTS USING PROCESSES THAT HAVE THE LEAST IMPACT ON THE ENVIRONMENT WHILE INCREASING THE LIFESPAN OF OUR OUTDOOR FURNITURE, WHICH ALREADY EXCEEDS INDUSTRY PERFORMANCE AND QUALITY STANDARDS. SUMMER CLASSICS IS EVER-MINDFUL OF ITS RESPONSIBILITY TO PROTECTING THE ENVIRONMENT.





SUMMER CLASSICS WILL CONTINUE TO EVALUATE AND IMPROVE ITS MANUFACTURING PROCESSES AND BUSINESS PRACTICES TO SUPPORT A GLOBAL EFFORT TO CONSERVE AND PROTECT THE WORLD IN WHICH WE LIVE.

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