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FOR IMMEDIATE RELEASE

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NEW RIVER EXPANDS FURNITURE LINE WITH MONTE CARLO COLLECTION AND ADDITIONAL WOOD FINISHES

VIRGINIA BEACH, VA - Just in time for Casual Pre-Market, New River Casual Furniture is unveiling a new collection of Brazilian Cherry "Jatoba" outdoor furniture ... Monte Carlo ... as well as additions to the industry-leading RÊVE wood finishes. The newly designed furniture and wood finishes can be seen at Booth # 6030, 8th Floor, at the official ICFA Casual Pre-Market in mid-July.

"An extremely enthusiastic response to last year's dining and deep seating collections has propelled us to stay focused on providing independent retailers with fresh designs, premium quality and excellent values in the outdoor living products we bring to the marketplace," said Michael Mettendorf, Vice President, Sales and Marketing. "For many, outdoor living is more than simply a career, a mere hobby or a weekend afterthought. It is a state of mind. It is a lifestyle expressed through our brand message ... The Luxury of Time Well Spent ... as well as in our upcoming furniture collections."

The Monte Carlo deep seating and dining collection were designed and presented by outdoor furniture designer Philip Behrens of Natura Design, Inc. Mr. Behrens is a former ASFD Vice President and previous IFCA Design Excellence Award Winner .

Mettendorf adds, "Philip is an extremely talented furniture designer. He understands the details of furniture manufacturing and how to design within the parameters of the whole manufacturing process. We are very excited to have the opportunity to launch this new collection through a synergistic partnership with him."

Designer Behrens states, "I'm delighted to be associated with New River Casual Furniture and our new Monte Carlo collection intends to capture the casual lifestyle of today and express it in a relaxed and easy-going manner that enables us to live life as we want."

New River is also adding RÊVE white wood finish, specifically in its dining collections. The RÊVE finish is still available in Mocha and Cinnamon on many products. The company will also introduce Clear Care™, a clear, water-based wood finish that retains the beauty and natural look of Brazilian Cherry, yet protects the wood from checking, bleeding and slows the graying process.

Finally, in tandem with expanding the company's deep seating collections, New River will expand its fabric assortment and move to all Sunbrella and Outdura fabrics for 2009.

New River Casual Furniture (www.newriverfurniture.com) is a leading manufacturer and supplier of premium, handcrafted, casual outdoor furniture imported from Brazil and distributed throughout North America through an authorized outdoor furniture dealer network. New River Casual Furniture and their supplier factory in Brazil, Dabol Manufacturing, recognize that their business has a direct environmental & economic impact on the world and their employees. New River proudly supports and adheres to environmentally responsible practices to ensure that no endangered wood species or environmentally sensitive species are ever used in any of its products. Respect for the natural environment through sustained forest management is at the core of their values and business philosophy.

New River Casual Furniture's corporate offices are located in Virginia Beach, Virginia. For more information about New River, please contact Deanne Flanders at 423-875-2816.

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