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FOR IMMEDIATE RELEASE

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NEW RIVER CASUAL FURNITURE INTRODUCES NEW PROTECTIVE FINISH ... “RÊVE”

Norfolk, VA - At Pre-Market in July, New River will introduce RÊVE, a finish that offers superior weather protection and durability. Like all finishes on New River’s Brazilian Cherry furniture, “RÊVE” is weather resistant, yet it adds another dimension, making the wood virtually impervious to any outdoor elements, including insects, parasites and extreme temperature changes. And, as an added bonus, RÊVE’s custom-applied finish produces a deep, rich, upscale look ... available in mocha, which resembles walnut, or honey. RÊVE is initially available on a broad selection in the 2008 furniture collection, including the Extension Table and Dining chairs (see attached picture).

“After a record-setting year, New River is enthusiastic about this addition to our finishes. The outstanding protection offered by the RÊVE finish, also dramatically enhances the natural beauty of the Brazilian Cherry wood used in all New River products,” said Michael Mettendorf, Vice President of Sales and Marketing for New River. “The word “rêve” means “to dream” in French, and this finish truly takes New River’s already outstanding values to another level.”

After literally searching the world for the most durable, extreme outdoor protection, New River selected a time-tested product from Europe used for many years in the outdoor furniture industry and called it RÊVE. Although it’s not maintenance-free, it may be the best protection available for protecting outdoor wood.

New River Casual Furniture (www.newriverfurniture.com) is a leading manufacturer and supplier of premium, handcrafted, casual outdoor furniture imported from Brazil and is distributed throughout North America through an authorized outdoor furniture dealer network. New River Casual Furniture and our supplier factory in Brazil, Dabol Manufacturing, recognizes that our business has a direct environmental & economic impact on the world and our 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 our values and business philosophy. Made from 100% genuine, natural Brazilian Cherry “Jatoba,” New River products are available in oiled and natural finishes ... or painted in white, black or green.

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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