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NEW RIVER'S RÊVE FINISH MAKES STRIKING IMPRESSION AT PRE-MARKET

VIRGINIA BEACH, VA - The new RÊVE outdoor mocha finish turned New River's showroom into the "hot spot" during Chicago's July Pre-Market, literally stopping people in their tracks, according to Michael Mettendorf, Vice President of Sales and Marketing for New River. "Frankly, everyone was blown away," Mr. Mettendorf said. "Not only is this finish revolutionary in the U.S. market, it's incredibly beautiful as well. We had to do very little selling ... it really spoke for itself. Dealers who never considered us for more than a few rocking chairs are giving us multiple slots on their floor! This product will give us immediate importance and access to retailers who cater to upscale consumers."

RÊVE finishes by New River provide superior weather protection in full sun exposure for New River's Brazilian Cherry furniture. The custom-applied RÊVE finish adds another dimension, making the wood virtually impervious to any outdoor elements, including insects, parasites and extreme temperature changes. As an added bonus, the custom RÊVE finish produces a deep, rich, upscale look ... available in mocha, which resembles walnut, or honey. RÊVE is currently available on a broad selection in the 2008 furniture collection, including the new Charleston Deep Seating pieces (see attached picture) as well as the Extension Table and Dining chairs.

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 protecting doors and windows from harsh winter and wet summer weather. This is RÊVE, which means "dream" in French ... "Our dream finish," says Mettendorf. RÊVE finish by New River is water-based, eco-friendly, non-toxic, hydro-repellant, prevents checking, splitting and cracking and prevents the effects of humidity, rotting and pests. Although it's not maintenance-free, it may be the best shield available for protecting outdoor wood.

"I just returned from a trip to Europe to learn more about how the finish is used," Mettendorf said. "I was amazed at the durability and versatility it gives to wood used in a variety of outdoor settings. We are thrilled to be able to offer this finish exclusively to New River customers."

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 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. Additional finishes for New River's Brazilian Cherry furniture include RÊVE, the new weathered finish in wine, white and black, as well as oiled and painted, white, green and black.

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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