



Corporate Office • 5909 Thurston Ave. • Virginia Beach, VA 23455

FOR IMMEDIATE RELEASE

December 17, 2007

NEW RIVER'S ECO-FRIENDLY RÊVE FINISH TRIPLES PROJECTED SALES!

VIRGINIA BEACH, VA - After setting aggressive projections for New River's exclusive new, 3-year warrantied outdoor finish, RÊVE, management was blown away when they recorded 100 new dealers specifically due to RÊVE ... and 90 percent of current dealers opting to bring in the new finish.

"RÊVE, an eco-friendly water-based finish that provides superior weather protection in full sun exposure for New River's Brazilian Cherry furniture, is the *first* of its kind in the outdoor furniture industry," said Michael Mettendorf, Vice President of Sales and Marketing for New River. "Everyone is interested in RÊVE because of its three-year finish warranty, and New River is expecting to see more than a 700% boost in sales of our deep seating and dining collections compared to last year."

Dabol, New River's factory in Brazil, has now devoted a third of its production floor to the RÊVE finishes and has made significant investments and improvements to the factory's painting and finishing capabilities to support the enhanced finish. "The factory is ramping up and you can feel the excitement," Mettendorf said. "Dabol employees have received extensive training on the new systems and the new RÊVE application process." The custom-applied RÊVE finish adds break-through protection, 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 look, which appeals to discriminating buyers ... available in mocha, which resembles walnut, or cinnamon.

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.

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.

Agency Contact

Deanne Flanders

Deanne & Wayne & co.

423-875-2816

deanne@casualplus.com

Company Contact

Michael Mettendorf

New River Furniture Co.

888-714-8755

michael@newriverfurniture.com