

## **FOR IMMEDIATE RELEASE**

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## **NEW PRODUCTS DEBUTING AT 2009 INTERNATIONAL CASUAL FURNITURE & ACCESSORIES MARKET™ AT THE MERCHANDISE MART**

**CHICAGO** (September 15, 2009) – The International Casual Furniture & Accessories Market™ returns to The Merchandise Mart in Chicago, Monday, September 21 through Thursday, September 24. The Casual Market showcases the finest in indoor and outdoor casual furniture.

During the Market, exhibitors from around the world will showcase cutting-edge products, setting the precedent for the casual furnishings industry. Designer products in 15 categories that will premiere at Market include:

### **Wrought Iron / Aluminum**

**Cast Classics** introduces the Metro, a classic and stylish option for any outdoor space.

**Couristan, Inc.** introduces The Urbane Collection, a line of outdoor/indoor area rugs. Made with UV stabilized 100% Courtron™ polypropylene, these mold and mildew resistant floor fashions feature a unique diagonal flatweave with intricate cut-pile accents that form various casual-chic patterns.

**Foremost Groups, Inc.** introduces the Broyhill® Velario Outdoor Collection, detailed die castings provide exceptional yet traditional lines that will compliment any decor. This collection's tough, powder coated hand finishes are UV-resistant. Extra-thick Sunbrella® fabric cushions are included and remain colorfast and easy to clean even after seasons in the sun.

**Homecrest Outdoor Living** introduces The Wescott Collection, a classic frame design and uniquely flared sling feature our patent pending Butterfly Basket® providing the maximum in comfort, style and value.

**Mallin Casual Furniture** introduces Coronado Sling Dining, made of all-aluminum and also available in padded sling. The contemporary armless design is more compact to accommodate smaller outdoor spaces.

**O.W. Lee Co., Inc.'s** intricate scrolls and hand forged bends have been a hallmark of OW Lee's wrought iron collections. Now, with the introduction of their newest collection, Ashbury, that same classic look is presented in light weight, easy care Aluminum.

**O.W. Lee Co., Inc.'s** new Mira features an interlacing wrought iron back design inspired by the historic cathedral bells of Old Europe. Mira is perfect for bringing a sense of regal lifestyle to small spaces.

**Woodard** is proud to present the Amelie dining arm chair, featuring a micromesh seat and back and tube iron frame. Inspired by the famous courtyard cafés of France, the contoured back and curved arm not only add style to the chair, but provide additional comfort as well.

### **Cast Metal / Cast Combination**

**Beka Casting** introduces the Empire Dining Chair, a cast aluminum dining chair designed with beauty and comfort in mind; with soft painterly lines that are pleasing to the eye and contours that are pleasing to body.

**Beka Casting** introduces the Empire Grand Oval Dining Table, a solid cast aluminum, uniquely shaped 99"x69" table designed to seat 10-12 with comfort. The legs and attachments are made of solid aluminum giving it stability, and the top is designed with multiple silhouettes blended together to unite into one beautiful motif.

**Foremost Groups, Inc.** introduces the Lane® Seabury Collection, a low maintenance rust-free cast and extruded combination aluminum construction with durable powder coated finish.

**Foremost Groups, Inc.** introduces the Eleganza Outdoor Collection, cast aluminum details cast from molds made of detailed wood carvings in the Ancient art of sand castings. This collection's tough, powder coated hand finishes are UV-resistant. Extra-thick Sunbrella® fabric cushions are included and remain colorfast and easy to clean even after seasons in the sun.

**Gensun Casual Living** introduces the Bel Air Collection, a very sophisticated and timeless design with gentle curves and fine detailing for striking beauty. Shown in the new Mocha frame finish the Bel Air Collection offers grand style and alluring comfort

**PRIDE FAMILY BRANDS:** No longer are only TOPS the focus, table leg designs are receiving attention for 2010 as Pride is introducing its revolutionary Tuscan with turned leg detailing. But, check out the new designer tops too - the Artisan encompasses a field of swirling fleur and feather elements captured in a repeating truly original design.

**PRIDE FAMILY BRANDS:** The Aruba Collection, which includes deep seating and sling dining, offers a very sleek styling that will complement any outdoor setting. The high back and comfort curved arms creates a design that is made for relaxation.

**PRIDE FAMILY BRANDS:** The beauty and intricacy of horizontal woven aluminum and a slender turned-style spindle leg and arm detailing has been emphasized in the Sophia Collection. The unique design elements that create the look of Sophia have been replicated throughout all pieces from cushioned to sling in an effort to create a coordinated collection.

**PRIDE FAMILY BRANDS:** The interior "must-have" for relaxation now is available for outdoors! Pride's 3-position recliner features oversized back cushioning, custom fit notched seat cushions, woven aluminum full sides to render the under-structure invisible and weather resistant fabric throughout.

**PRIDE FAMILY BRANDS:** With the look of fine wood turning on legs and arms, Pride's Vienna Collection for 2010 is an original work of art and is setting another trend for outdoor style. The Vienna design features the beauty and intricacy of horizontal woven aluminum for which Pride has been an innovator.

**PRIDE FAMILY BRANDS:** Designed to capture the flavor and elegance of old world styling, Pride Family Brands' Madrid Collection features an open, airy cast back design, gently curved cast arm supports, and oversized cushion seating or sling designs. To coordinate with deep seating, the dining pieces feature a gentle curving arm and leg design.

### **Rattan / Wicker / Woven Materials**

**Domus Ventures America** introduces the Corentin chair, a sculpted design, it is truly art in motion. The sensuous curves and deep seating comfort blend perfectly to project a contemporary yet very fluid look and feel. Corentin is available as deep seating, dining, canopied lounge and other occasional pieces.

**Domus Ventures America** introduces the Key West chair, another example of Domus Ventures' ingenuity and uniqueness, the Key West collection uses a combination of HDPE resin wicker and Textilene type materials to create a distinctive new and refreshing look while providing great comfort. The group includes seating, dining and occasional pieces.

**Ebel Inc.** introduces the Cannes Collection, new for 2010 and features a stainless steel base and is woven in either Black or Seashell polyethylene wicker. This full collection also includes modular pieces that can be used to create the ideal seating arrangement.

**JANUS et Cie** introduces Summer Cloud, a groundbreaking chaise lounge design, by EOOS for Dedon with exclusive distribution by JANUS et Cie, that combines an open and flexible artistry with a fluid design that distinguishes the world's finest outdoor lounge environments with effortless functionality. Both a chaise and shade structure, the base of the Summer Cloud pivots a full 360 degrees beneath the textile canopy to allow a guest to control his or her preferred sun exposure.

**Koverton** introduces Luxe Daybed, an Island inspired high-end design provides ultimate lounging for two. Crafted out of cast aluminum and all-weather wicker.

**Mondecasa Furniture** the soft flowing lines of the hidden loveseat surrounded by a detailed flower weave create a private space to relax. With the “Tang” collection, “Life can be as beautiful as flowers.”

**Palm Springs Rattan** presents the Boca Bay Indoor Glider an instant best-selling addition to an already successful collection! Boca Bay swivel glider has the comfort and style to compliment any décor and is constructed with a rattan frame, leather-bound joints, twisted banana leaf accents, and your choice of over 100 fabrics at no extra charge.

**Palm Springs Rattan** presents the Belize Occasional Chair. One of our many new outdoor wicker collections with a fully welded non-rusting aluminum frame and polyethelene wicker. The Belize Collection is available in two finishes and over 75 outdoor fabrics to include Sunbrella and Outdura at no extra charge. Designed for complete year around outdoor use with style, comfort, and value in mind.

**Royal Teak Collection** presents it's most revolutionary product to date, The Key West. This deep-seating line is a combination of Teak and wicker with a comfortable and contemporary design. What separates it from the competition is a truly unique combination of functionality and style, which includes having storage for the cushions right in the arm and back rest of the furniture itself.

**Royal Teak Collection's** Charleston deep-seating is a more traditional design, where comfort and price point has been prioritized. It is in all fibers, and features Teak feet and a tempered glass top on the coffee table.

**Royal Teak Collection's** The Helena Chair is a contemporary designed chair in full fiber weave, with Teak arm rests, and includes cushions and aluminum caps on the feet. Built very strong with a 400lbs capacity, it is well suited for both residential and commercial applications.

**Royal Teak Collection's** Helena Stacking Chair is ideal for commercial applications, with stacking of up to 10 chairs per column making it great for a restaurant patio as well as customers beautiful deck and pool area. Built very strong with a 400lbs capacity, it features Teak arm rests, includes cushions and aluminum cap on the feet.

**Royal Teak Collection's** Helena Tables, available in two different sizes, have a 48” or 60” diameter. The Table top has inlayed tempered glass and sits on an “hourglass” shaped base, giving it a stunning, contemporary look.

**Royal Teak Collection's** Wave Sun bed has five different positions in backrest, an unmatched design and functionality which make it amazingly comfortable in any position.

**Three Birds Casual** Ciera Club Chair is a combination of our premium teak with woven all-weather wicker, which creates a truly unique design that will compliment any design style. Our man-made wicker is specially engineered for outdoor use and is suitable for any environment.

### **Tubular Materials**

**JANUS et Cie** introduces the Azimuth Cross Lounge Chair, a modern lounge element which offers visual sophistication in both interior and exterior spaces. The versatile frame can be accented with a cushion constructed from a selection of more than 185 textiles available from the JANUS Textiles collection for a custom look in any design environment.

**JANUS et Cie** introduces the Koko II JANUSWood Armchair, a fresh and sophisticated pairing of an electrostatic powder-coated aluminum frame with a seat and back constructed from JANUSWood, an innovative, sustainable and patented material that delivers unparalleled structural density to gracefully withstand punishing climates and frequent use. For ease of storage, the Koko II JANUSWood Armchair conveniently stacks to six.

**JANUS et Cie** introduces the Cie Mistral Armchair, a premium mesh seat and back invites relaxation by supporting the body in cool comfort while minimalist design pairs seamlessly with accents of mixed materials for a customized look.

**Koverton** introduces the Parkview Daybed, a contemporary and sleek daybed available with multiple cast aluminum and wicker decorative panels to add finishing touch.

**WeatherStone** – Outdoor surfaces that can weather it all. WeatherStone is constructed from a patented combination of materials. Following the lines of natural materials such as stone, wood and slate, each tabletop is carefully sculpted by artisans into a hand carved mold. Without sacrificing beauty, its unique, lightweight structure offers exceptional strength multitudes of styles, colors, with a scratch and stain resistant finish.

**Lafuma** introduces the Evolution, an open design which is visually pleasing and allows for increased comfort.

### **Wood Casual Furniture**

**Gloster Furniture** introduces the Halifax Deep Seating Armchair, solid mahogany construction with a white painted finish and a required cushion.

**New River Casual Furniture** expands its Charleston collection to include Garden seating, featuring a roomy Garden Chair, a 4' Garden Bench and a 5' Garden Bench. Classic and traditional, New River's Charleston collection offers oversized proportions for stability and comfort and is available in six finishes, including oiled, ClearCare, REVE Cinnamon, REVE Mocha, REVE Black and Reve White.

**New River Casual Furniture's** new Charleston Swivel Rocker is both casual and traditional, with oversized proportions for stability and comfort with cut-to-shape, rounded armrests and vertical slat backs for aesthetic appeal, as well as a patented, state-of-the-art Leggett & Platt outdoor swivel mechanism. This new rocker is available in oiled, ClearCare, as well as REVE Cinammon, REVE Mocha, REVE White and REVE Black finishes.

**New River Casual Furniture** expands the company's rocking chair collection with a new Horizon Rocker, available in nine finishes, including oiled, ClearCare, REVE Cinammon, REVE Mocha, REVE Black, REVE White, REVE Weathered White, REVE Weathered Wine and REVE Weathered Mocha. Attention to detail is prominent in the design, with a curved, slat back and beautiful woodwork under the comfortable, roomy armrests.

**New River Casual Furniture** has added a roomy deep seating rocker to the Monte Carlo collection, offering a relaxed look with graceful architectural lines, a contoured horizontal slat-back design and comfortably shaped arms. The Monte Carlo deep seating rocker is available in ClearCare, as well as REVE Cinammon, REVE Mocha and REVE White finishes.

**New River Casual Furniture** has added a deep seating swivel rocker to the Monte Carlo collection, designed to stand the test of time and featuring a patented, state-of-the-art Leggett & Platt outdoor swivel mechanism. The Monte Carlo Swivel Rocker offers a relaxed look with graceful architectural lines, a contoured horizontal slat-back design and comfortably shaped arms, and is available in ClearCare, as well as REVE Cinammon, REVE Mocha and REVE White finishes.

**New River Casual Furniture** introduces four new Table Tops (30" Round Wood, 30" Round Frosted, 36" Round (Wood), 36" Square (Wood) and four new Bases (4-leg Base for 30" Tabletop, Pedestal Base for 30" Tabletop, 4-leg Base for 36" Tabletop, Pedestal Base for 36" Tabletop). All combinations are available in 5 different finishes (oiled, ClearCare, Reve Cinnamon, Reve White and Reve Black) to create a custom look.

### **Dining Tables and Umbrellas**

**Tuuci** was influenced by the depths of the ocean, when they created the graceful stingray design of the M1-Stingray™ shade sculpture; blending elements of nature with state-of-the-art, marine-grade materials ideal for the harshest salt and sun drenched environments. The M1-Stingray is a free form that can rotate 360 degrees on its vertical and horizontal axis, and is detailed with intricately laced high-tension shade skin and a polished wrought iron aluminum armor-wall mast for years of shade luxury.

**Tuuci** used their unique contemporary interpretation of a classic French Riviera beach parasol, to create the Crescent MAX™ featuring a canopy with sweeping curves and classic tailoring. The Ocean Master MAX construction is a durable, supreme shade platform that translates the original OM construction onto a larger scale by maximizing the parasol components, including a larger canopy and TUUCI's MAX-Force™ strut design.

**Tuuci** had seaside luxury and glamour in mind when they designed the St. Tropez™ pavilion, featuring three fabric walls, a low profile room and interior privacy drapes ideal for creating a secluded changing or storage area. The pavilion also features a retractable, height adjustable and all together removable sun awning for extended shade creating a luxurious hideaway for soaking in the surrounding serene environment.

## **Outdoor Lighting**

**Shady Lady Lighting's** Phatty Conversation table light revolves around a new extra fat 8mm extrusion from Viro. This piece is both stylish and functional as it can provide lighting for your outdoor oasis and act as a conversation table; stands 17" tall with 23" diameter.

## **Outdoor Accessories / Statues / Fountains**

**ARTEFX** introduces ARTEFX Outdoor Canvas Art, all-weather canvas art and wall décor. Features stunning photographs printed on canvas.

**JANUS et Cie** introduces the Cantilever Umbrella, which features an angled pole that allows for a shade structure without the intrusion of a central beam. The shade pivots a full 360 degrees to adapt to the sun's ever-changing rays with ease while premium construction and materials ensure this exterior design element will last for years.

**Lechuza** introduces Trend Cubico Cottage Planters, which feature a natural looking woven texture with elegant country-style flair. The outstanding material properties including the Lechuza liner and self-watering planter reservoir guarantee maximum functionality.

**Treasure Garden's** Shademaker has been providing handcrafted shade solutions for some of the finest restaurants and resorts around the world. The collection consists of three styles of Sideposts and three styles of Centerposts in many sizes.

**Treasure Garden's** classic "Shanghai" umbrella has been made larger. This striking traditional oriental design features 24 fiberglass ribs, a matte black fluted pole and is shown with our new pentagon 80lb base.

**Treasure Garden's** new "Treasure Chest" is great for storing cushions, outdoor toys, pool accessories, or any other "outdoor treasures".

## **Outdoor Bars**

**Koverton** introduces the Parkview Bar Stool, A twist of modernity for any bar setting. Available in multiple finishes and all-weather wicker/aluminum combinations.

## **Barbecues**

**Saffire Grill Co.** is proud to present the most innovative grill in its class, the Saffire Grill and Smoker. Its unique features provide unparalleled cooking performance and optional maple carts, featuring granite tops, add stunning visual appeal.

## **Alternative Tabletops**

**Grandway** introduces the Wind Tamer Weighted Tablecloth, a vinyl tablecloth with hidden weighted edges around the perimeter of the tablecloth to withstand even the strongest winds. No longer are clamps or weights needed to keep your tablecloth in place. The Wind Tamer Weighted Tablecloth is great for backyard dining, outdoor entertaining, picnics, dry seating at concerts or at the park.

## **Other / Misc.**

**California Outdoor Products** introduces the Capri, a tabletop firepit.

**California Outdoor Products** introduces LaPaz, a waterfall firepit.

**Colonial Mills, Inc.** introduces The Renaissance™ Collection, the only 100% Sunbrella® rugs on the market, the collection features indoor & outdoor braided-texture area rugs and accessories. The hallmarks of the Sunbrella® brand - enduring color, luxurious feel, and worry free use - position this new collection as a premium offering among indoor and outdoor decorating products.

**FiberBuilt** introduces the FiberBuilt Umbrella, a multi-layered leaf canopy resembles the leaves of a palm tree. The FiberTeak simulated palm trunk style pole looks like a real palm tree trunk and is virtually unbreakable.

**AMS Imports** introduces The Rain or Shine Collection of Outdoor Rugs: Coral Seaglass with Buff Chenille, in 100% polypropylene yarns and acrylic fabrics, including soft, luxurious CHENILLE and natural, "sisal-look" yarns. Available in 94 different styles, 18 stock sizes, USA manufactured and, shipped within 14 business days-these rugs are perfect for the pool side, patio, porch, deck, bathroom, kitchen and more.

**Fire Crystals** introduces Caribbean Sway Mosaic, find yourself mesmerized with dreams of beautiful islands with our sapphire, green, and diamond blends.

**Fire Crystals** introduces Moulin Rouge Mosaic, a deeply rich, romantic blend of red, amber, and bronze.

**Fire Crystals** introduces Serenity Mosaic, breathe in the freshness of diamond, dark green and yellow lime nuggets in Serenity's refreshing blend.

**Fire Crystals** introduces Mosaic, a unique blend of Fire Crystals.

**JANUS et Cie** introduces Weatherskin, an innovative, high-performance textile offers outstanding durability and flexibility. Developed using space age technology, it is lightweight, strong and breathable while offering resistance against wear and tear and stains, making it ideal for applications that demand paramount performance and comfort.

**SCANCOM North America** presents the Sydney Deep Seating Collection. The Polyethylene weave seating collection has a deep oversized sofa and chairs with sunbrella cushions, elegantly styled, incorporating our teak coffee table.

**SCANCOM North America** Polyethylene weave chairs, seated around our Rinjani Teak Dining Table. Our new weave finish called Deep Amazon.

**SCANCOM North America** presents the SCANCOM Beach Rest, a unique new design in FSC certified eucalyptus, beautiful natural hardwood finish allows you to lie on the beach, but can still sit up and read, plus it folds up and is easy to carry on your shoulder.

**SCANCOM North America** introduces the Marina Lounge Chair, a unique new design in FSC certified eucalyptus with beautiful, natural, hardwood finish.

**Two Dogs Designs** offers a new product line of quality covers at quality pricing for the Outdoor Living Market. Heavyweight and durable covers are offered in khaki and black for grills, furniture, patio heaters, fire pits, log racks and more!

Please visit <http://pressroom.mmart.com/casualmarket/image-gallery/> for hi-res images of each new product.

#### **SHOW INFORMATION**

For casual furniture and accessories buyers who need to purchase a wide selection of outdoor furnishings and accessories, The International Casual Furniture & Accessories Market is a four-day trade show that provides retailers with an outlet to find all things related to outdoor and casual living. Featuring the latest products and trends in the industry, the Casual Market boasts approximately 300 temporary exhibitors and more than 40 permanent showrooms totaling approximately 350,000 square feet of overall exhibit space on floors 7, 8, 15, 16 and 17 in The Merchandise Mart in Chicago.

The Merchandise Mart  
Chicago, IL  
Monday, September 21– Thursday, September 24, 2009

**Permanent Showrooms: Floors 15, 16, 17**  
Monday-Wednesday, September 21-23, 8:30 a.m.-6 p.m.  
Thursday, September 24, 8:30 a.m.-4 p.m.

**Temporary Exhibitors: Floor 8**  
Monday – Wednesday, September 21-23, 8:30 a.m.-6 p.m.

Thursday, September 24, 9 a.m.-4 p.m.

For more information, please visit [www.casualmarket.com](http://www.casualmarket.com).

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**MMPI** is a trade show and property management firm, specializing in managing buildings devoted to wholesale showrooms and commercial office space. MMPI produces more than 300 trade shows, market events and conferences each year.

MMPI manages The Merchandise Mart and 350 West Mart Center in Chicago; Market Square, the Suites at Market Square, Hamilton Market, Plaza Suites, Furniture Plaza and the National Furniture Mart in High Point, N.C.; the Architects & Designers Building and 7 W New York in New York; the Boston Design Center in Boston; the L.A. Mart in Los Angeles; and the Washington Design Center in Washington D.C.

**Vornado Realty Trust**, owners of MMPI, based in New York City, is a fully integrated equity real estate investment trust. Vornado's common shares are listed on the New York Stock Exchange and are traded under the symbol VNO.

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