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NEWS

For Immediate Release

Atlantic Inc. Adds Cutting-Edge CONSOLE Entertainment Furniture to Urban Lifestyle Collection

Innovation for an emerging, high-spending demographic

LAS VEGAS MARKET, Las Vegas, Nevada Booth C1433 (August 2, 2010) — By 2015, Generation Y will have more spending power than any other generation before it and will make up half the American workforce. Not only do they influence up to 50 percent of the \$6.5 trillion in U.S. consumer spending, their opinions drive their parents' and other family member purchases. This group is comprised of 22 to 44 year-olds: singles and young families, married couples and professionals. Atlantic created our entertainment furniture storage solutions, the [Urban Lifestyle Collection](#), to address this growing demographic.

The [entertainment furniture](#) found at most retailers remains dominated by heavy, wooden units with stodgy traditional styling, or “lighter-looking” glass-based designs that fall short on storage. Atlantic is changing the face of the value-priced entertainment furniture landscape. Bringing together a choice of exciting, cutting-edge contemporary and transitional looks with smart, storage-friendly, eco-friendly design, the Urban Lifestyle Collection appeals to not only its target demographic, but an inclusive cross-section of national consumers. Console is the latest and largest addition to this collection.

[Console](#) marries a steel frame structure with waterfall edge front panels to form an elegant platform for a large flat panel TV. This design takes the bulk out, leaving an airy, visually quiet silhouette. Steel rods are powder-coated, so they won't tarnish, chip or discolor. Even with these up-to-date improvements, the frame still offers the solid stability of double steel rods, reinforced by braces and adjustable leveling feet to eliminate wobbling – built to securely hold up to a 60 inch television weighing as much as 150 pounds. Six shelves each support up to 65 pounds of electronics and storage.

The open architecture promotes airflow to keep valuable electronics running cool. An included 30 inch, mesh, wire management sleeve hides unsightly cables.

Movies, music, games, cables and guides can be stowed in optional color-coordinated Media Bins, designed to fit in the three lower compartments. To top it all off, Atlantic leads the field in fulfilling consumer desires for a greener way of life, by using recyclable steel and keeping packages lighter for a reduced carbon footprint—and reduced costs—during shipping.

Getting a new [TV stand](#) package from the shelf to the car and into the house typically requires two strong people. Console's 80 pound packaging comes equipped with EasyTote™, a system of wheels and large handle integrated into the package. Now one person can wheel the package from store to home. Constructed from only 18 large parts, Console is easy to assemble. Comparable units often require several hours of assembly, while Console takes less than 30 minutes, suiting the busy lives and desire for simplification of the younger generation.

Console will be offered in Cherry, painted Wild Lime or Cherry wood veneer finishes. Available in November, Atlantic's Console will retail for \$229 to \$299, depending upon finish.

About Atlantic Inc.

For 25 years, Atlantic Inc. has designed and manufactured innovative and award-winning consumer media storage products that embody the company's philosophy of providing products that are the state-of-the-art in organized living. Atlantic is a category leader in home media storage and a category innovator in home entertainment storage and gaming storage solutions. Based in Santa Fe Springs, Calif., Atlantic has received numerous patents and awards, including 13 Design & Engineering Showcase Honors from the annual Consumer Electronics Show (CES) Innovations Committee. For more information about Atlantic or its products, please visit the company's Web site at www.atlantic-inc.com.

Editor's Note: High-resolution images of the Console and the entire Urban Lifestyle Collection of entertainment furniture are available by contacting Ron Lien (ron@atlantic-inc.com).



