



Contact: Ron Lien  
Atlantic Inc.  
562-903-9550  
[ron@atlantic-inc.com](mailto:ron@atlantic-inc.com)

## NEWS

*For Immediate Release*

### **Atlantic Introduces Anniversary Collection, Entertainment Furniture that Combines Design, Quality and Affordability.**

*Consumers now have more choices not available in existing products today.*

**LAS VEGAS MARKET, Las Vegas, Nevada Booth C0530-09 (September 14, 2009)** — Home entertainment is increasingly the center of activities for family and friends. While 53% of homes have an HDTV, unit sales are projected to grow 9% in 2010. As flat panel prices have dropped and with the recent switch to digital TV, many people purchasing a new set have little left over for entertainment furniture.

Consumers have few choices when it comes to the design and functionality of TV stands. What exists in the market today consists of basic shapes that come in wood or sheet metal and glass. They are expensive, don't always blend with their existing home décor, are big and heavy, have limited media and accessory storage options and are difficult to assemble.

Atlantic is bringing new life into entertainment furniture with modern, elegant design combined with high quality and practical functionality that is insanely affordable. Our "Anniversary Collection" provides the design, quality and affordable prices that consumers have been looking for in a TV stand.

"Our focus has always been great design and style combined with affordable luxury," said Leo Dardashti, President of Atlantic Inc. "In celebration of our 25 years in business we are proud to introduce our new line of entertainment furnishings with our Anniversary Collection. We are offering a wide range of energizing colors, quality materials, durable finishes, storage options, and valuable accessories that offer new choices not available in existing products."

Sculptured single and double steel rod frames distinguish the Anniversary Collection from other traditional and modern entertainment centers. Supporting up to 50 inch flat panels weighing as much as 135 pounds, these models are sturdy and bring a “visual quietness” that does not over-power the beauty of the TV’s display or living space.

Offered in conservative color combinations such as black top and shelves with black wire frame, bolder versions include a combination of a lime green top and shelves with silver metal wired frame. The City™, Nuvo™, Uptown™, Tribeca™ and Berlin™ models offer frame style variations – all with 10 or fewer parts for assembly in less than 30 minutes.

With storage a requested feature, color coordinated bins and wire storage accessories work with all models. The collapsible bins are available in natural reed, faux leather, canvas and tweed. Managing clutter, the large bins store media, instruction manuals, game accessories and cables. Pre-drilled tops accommodate wire accessories that store magazines, DVDs and Blu-ray discs, head phones, a laptop or net-book and even an iPod® or iPhone®. Consolidating power cords that connect to a power strip, the wire management tray mounts in back.

The eco-friendly Anniversary Collection of entertainment furniture is sure to compliment a wide range of home décors. The Collection will retail from \$99.00 to \$189.00.

**About Atlantic Inc.**

For over 24 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](http://www.atlantic-inc.com).

**Editor’s Note:** High-resolution images of the City, Nuvo, Uptown, Tribeca and Berlin are available by contacting Ron Lien ([ron@atlantic-inc.com](mailto:ron@atlantic-inc.com)).

###