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NEWS

For Immediate Release

Atlantic Inc. Introduces Cutting-Edge Entertainment Furniture for Emerging, High-Spending Demographic.

Innovation for a new generation are the hallmarks of the Urban Lifestyle Collection.

LAS VEGAS MARKET, Las Vegas, Nevada Booth C1433 (February 1, 2010) — In a time of economic contraction, retailers seek out market segments which are bucking that trend, and even expanding. But these can be hard to find. Atlantic has done the homework for its retail partners. To create our new [Urban Lifestyle Collection](#), we have exhaustively researched and precisely tailored our entertainment furniture storage solutions to appeal to a demographic that spends \$300 billion annually, and, by 2015, will have more spending power than any group ever before. This group is the 15-44s: teens, singles, young marrieds and young families.

Research indicates that a few key traits are held in common across this age range. For one, they are transitioning to smaller living spaces: whether it's a dorm room or a less spacious, more affordable suburban home, square footage is at a premium. Yet, they still crave consumer electronics to make their homes entertainment and social hubs. Therefore, they need furniture with a compact footprint and intelligently designed storage to get the most out of their décor. Another commonality is an appreciation for clean, modern design accented by pops of vibrant, expressive color. An entire subculture has grown up around this interest, with magazines like Dwell and Metropolis presenting the EQ3 and IKEA look as the aspirational ideal.

Yet, 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 poised to change the face of the value-priced entertainment furniture landscape with our Urban Lifestyle Collection. 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.

One of the secrets to this feat is in the unique sculptured steel frame construction of the pieces. Exclusive to Atlantic among its competitors, this innovation takes the bulk out of entertainment furniture, leaving airy, visually quiet and fashion-forward silhouettes in variations such as sophisticated Tribeca™, graceful Nuvo™, high-rise Rio™ and videogame-oriented Centipede™. Sculptured steel also makes it easy to offer consumers new and fabulous color choices, with powder-coatings that won't tarnish, chip or discolor. Even with these up-to-date improvements, the frame still offers the solid stability of steel, reinforced by braces and adjustable leveling feet to eliminate wobbling, and our largest model securely holds up to a 55 inch television weighing as much as 150 pounds. 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 flat packs light for a reduced carbon footprint—and reduced costs—during shipping.

Building on that firm foundation, the Urban Lifestyle Collection possesses even more advantages in both beauty and functionality when it comes to shelving and storage. From glossy marble, to warm woods, to energizing brights, there's a finish for every taste, able to blend seamlessly into every home. There's also a storage solution for every need. Not only does the line provide stable support for electronic components, it's also endlessly customizable with open storage bins for movies, videogames, manuals, children's toys—anything and everything that otherwise leads to unsightly clutter. Atlantic also offers units with their own special storage solutions built in, for instance: the Techno-City™'s wire holders for laptops, MP3 players and iPhones®; the Centipede Gaming Hub™'s hooks for videogame controllers and even Rock Band™ guitars; and the modular, rotatable Solo™ unit that can be combined in multiples to construct a complete entertainment center suitable to serve as the focal point of a living room. Most models top out at no more than 6-8 pieces (not including screws), and half-an-hour's assembly time, suiting the busy lives and desire for simplification of the younger generation.

Atlantic's Urban Lifestyle Collection will retail for \$99 to \$229.

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 Urban Lifestyle Collection of entertainment furniture are available by contacting Ron Lien (ron@atlantic-inc.com).