



Contact: Ron Lien
Atlantic Inc.
562-903-9550
ron@atlantic-inc.com

NEWS

For Immediate Release

Atlantic Introduces Urban Entertainment Furniture that Combines Design, Quality and Affordability.

Urban dwellers now have colorful choices.

HIGHPOINT MARKET, High Point, North Carolina Booth M-307 (October 15, 2009) —.

The trend in urban living is toward smaller housing units. Urban dwellers, renters and condo owners want stylish modern design, but have become more disciplined in their spending. Living in lofts, apartments or condos, urban consumers like things clean and simple. They prefer minimal, sleek modern designs to fit their living space. They want the finer things in life, but they have to be affordable. It is back to basics, back to family life with style.

Atlantic is bringing new life to entertainment furniture. “Our focus has always been great design and style combined with affordable luxury,” said Leo Dardashti, President of Atlantic Inc. “We are offering a wide range of energizing colors, quality materials, durable finishes, storage options, and exciting accessories that offer new choices not available in existing products.” Sculptured steel rod frames distinguish the Urban Collection from other traditional and modern entertainment centers. Supporting up to 50 inch flat panels weighing as much as 135 pounds, these sturdy models are designed to not over-power the beauty of the TV’s display or the living space.

Designs are offered in bold colors such as wild lime with silver metallic frames. On the conservative side, color combinations include black with black metallic frames. The City™, Nuvo™, Uptown™, Tribeca™ and Soho™ models offer frame style variations – most with 8 or fewer parts for one-person assembly in less than 30 minutes.

An available iPod® or iPhone® display holder mounts on the front of the unit. On-board storage options include color coordinated bins and wire storage accessories. Managing clutter, the large bins

store media, instruction manuals, game accessories and cables. Wire accessories store magazines, DVDs and Blu-ray discs, head phones and a laptop or net-book.

The eco-friendly Urban Collection 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.

Editor's Note: High-resolution images of the City, Nuvo, Uptown, Tribeca and Soho are available by contacting Ron Lien (ron@atlantic-inc.com).

###