

TELESCOPE CASUAL FURNITURE

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TELESCOPE CASUAL FURNITURE CEO, KATHY JUCKETT KEYNOTES JULY ATLANTA INTERNATIONAL GIFT AND HOME FURNISHINGS MARKET®

--TELLS RETAILERS CONSUMERS WANT TO SPEND ON HOME FURNISHINGS AND DÉCOR—

Atlanta, GA, July 18, 2010— “Post-recession, our survey reveals there is pent up demand to do some home decorating and a bit of discretionary income that home furnishings retailers should be able to exploit,” Kathy Juckett, CEO of Telescope Casual Furniture, the leading manufacturer of outdoor furniture, told the attendees at the Atlanta International Gift and Home Furnishings Market® in her keynote address here today.

“Ms. Juckett’s presentation, “What Shoppers Want: How Retail Can Thrive in the Post-Recession World” gave an in-depth look at the results of the Telescope National Shopper Survey which reveals shoppers’ attitudes coming out of the recession, where they are spending (and not), what’s important to them in home furnishings and home décor and where they are heading next.

“Shoppers have new values: family, friends and me,” explained Ms. Juckett, adding, “As part of these new values they are spending more time at home and **30% of the women we surveyed want to redo rooms in their house.**”

She also described 7 best practices that will get shoppers to spend more:

1. Value their Values—me, my family, my world; price and green
2. Create newness and excitement
3. Create a “wow” in-store experience
4. Give them a reason to buy more
5. Inspire them
6. Don’t forget your website
7. Interact with your shoppers

The Telescope National Shopper Survey is a national survey of 1500 adults conducted quarterly by WSL Strategic Retail, the leading retail strategists and futurists.

Ms. Juckett’s presentation is part of the industry’s premier educational program, AmericasMart University (AMU), offering buyers a comprehensive schedule of complimentary business classes taught by business professionals.

About the Atlanta International Gift and Home Furnishings Market® AmericasMart Atlanta is the largest wholesale marketplace of its kind in the world, and is a leading international market source for a wide variety of consumer goods. It hosts 15 wholesale markets and six Market Wednesdays that annually attract more than 548,000 attendees from every U.S. state and 80 countries

About Telescope Casual Furniture Telescope Casual Furniture has been producing quality outdoor furniture in New York for 107 years. The company's product line includes wicker, tubular aluminum, cast aluminum, and marine grade "recycled plastic" polymer available in a variety of chairs, tables, umbrellas, bar stools, chaises, sofas, and rockers for the residential and commercial markets. Classic wooden director's chairs, folding aluminum chairs and high quality beach chairs are also available in many colors and sizes.