

Maine Cottage®

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New Products Prep Maine Cottage for Florida Store Opening

Maine Cottage introduces new "vintage" rattan seating, colorful fabric collections, and broadens upholstered furniture offering in anticipation of a July store opening in West Palm Beach.

Maine Cottage is capitalizing on a changing retail environment with a new rattan product category, an expanding assortment of upholstery fabric, and new sofa and chair styles. The new products enhance the company's offering for a new store opening in West Palm Beach on July 7th. The new products are featured in the company's stores, in a summer 2008 direct mail catalog, and online.

"One of our merchandising objectives in adding the new products is to more readily fit our style story into Florida living," says company Vice President and General Manager David Petersen. "Our target audience lives on the coast and they love the products in our line that are contemporary, familiar, and carefree."

Maine Cottage has continued double-digit growth at retail in 2008 despite difficult macroeconomic conditions. The Florida store opening and the new products represent the company's confidence that there is a growing audience for specialty home furnishings sold through multi-channel retail distribution channels.

"Our products are definitely distinctive and current," continues Petersen. "Plus we have developed a combination of fully e-commerce website, print catalog, store presence, and sales and service experience that makes it easy and fun for our customer to get great results. It turns out that our whole package is what she really wants."

The new rattan seating features wood tone frames and custom covered seats in the company's fabrics, the new fabric assortment introduces 7 new prints in multiple color ways, and 6 new upholstered frame styles offer new sofas, chairs, ottomans, sectionals, dining seating, a chaise, and an upholstered bed to the Maine Cottage offering.

Maine Cottage, founded in 1988 and celebrating it's 20th anniversary, designs and produces a comprehensive line of colorful coastal home furnishings and retails its products through company stores in Yarmouth, Maine and Charleston, South Carolina, a direct mail catalog, and a fully e-commerce website at mainecottage.com. A third company store in West Palm Beach, Florida opens July 7th.

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