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Eye Level Corporation      phone 888.782.1760  
One Trefoil Drive        fax 888.782.1761  
Trumbull, CT 06611 USA    www.eyelivelliving.com

## NEWS RELEASE

FOR IMMEDIATE RELEASE

### Outdoor Patio Accessories to Fit Any Budget

#### *Eye Level Corporation Introduces New and Affordable Patio Umbrella Stands at the 2010 International Casual Furniture & Accessories Market in Chicago*

**TRUMBULL, Conn. – September 7, 2010** – Eye Level Corporation, [www.eyelivelliving.com](http://www.eyelivelliving.com), will launch its new line of high design patio umbrella stands on September 21 – 24 at The Merchandise Mart in Chicago. These affordable patio umbrella stands are the latest addition to an exquisitely hand-crafted cast stone collection of matching outdoor room products including pergolas, arbors, cast stone columns, mailbox posts, hose reels, and more.

“We’re responding to the current economic conditions by providing consumers with an affordable and functional outdoor living accessory as an alternative to costly elaborate shade systems,” says Brian Schroeder, Vice President of Marketing and Sales for Eye Level. “Giving consumers an affordable way to improve their outdoor living space means they don’t have to sacrifice a lifestyle of outdoor living and entertainment or spend a whole lot of money either. Our extensive outdoor product line has something for everyone, particularly as consumers adjust their spending habits.”

Outdoor living areas come to life with these one of a kind outdoor umbrella stands available in a variety of charming styles to fit any personality. The multi-functional patio umbrella stand table secures the umbrella and gives plenty of room to rest a drink, while making for a cozy intimate setting.

These exceptionally handcrafted cast stone patio umbrella stands and tables have the texture and feel of real stone and are maintenance free. They are durable, yet light weight and portable, and stay securely grounded when filled with sand; designed to accommodate up to a 1-1/2” diameter pole.

– More –

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“To promote Eye Level’s new product line, we are offering special marketing programs on display orders for interested dealers,” adds Schroeder. Interested dealers should visit booth 8-3011 at the 2010 International Casual Furniture & Accessories Market, or visit the company’s website at <http://www.eyeleliving.com/dealers> or contact Eye Level about displaying product. To obtain a free exhibit pass, visit <http://www.casualmarket.com/attend-the-show/registration/>.

Product information for the umbrella stands can be found on the company’s website at <http://www.eyeleliving.com/umbrella-stands> or by calling 888.782.1760. Product is scheduled to officially be available in January, in plenty of time for the 2011 spring season.

### **About Eye Level**

Eye Level Corporation manufactures and markets high quality, maintenance-free outdoor living products that include pergolas, arbors, cast stone columns, mailbox posts, hose reels, patio umbrella stands and more. They are a privately held company headquartered in Trumbull, Connecticut with international manufacturing, and warehousing and marketing representatives throughout North America.

Since 2000, Eye Level Corporation has consistently expanded its product offerings to satisfy the ongoing demand for innovative and durable outdoor products used throughout the building and landscape industries. For more information on Eye Level Corporation, visit the company’s website at [www.eyeleliving.com](http://www.eyeleliving.com).

### **Contact:**

Diane DeLuca, Director of Marketing  
Eye Level Corporation  
888-782-1760, ext. 152  
[ddeluca@eyeleliving.com](mailto:ddeluca@eyeleliving.com)

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