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

## NEWS RELEASE

FOR IMMEDIATE RELEASE

### **Eye Level and Grandinroad Form Partnership to Market Affordable Luxury Outdoor Room Products**

**Create first class instant curb appeal with exclusive designs.**

TRUMBULL, Conn. – June 7, 2011 – Eye Level Corporation, [www.eyelevelliving.com](http://www.eyelevelliving.com), and Grandinroad, [www.grandinroad.com](http://www.grandinroad.com), team up to market two new outdoor living products in time for the 2011 spring season. Eye Level and Grandinroad collaborated to design a unique cast stone mailbox post and new-to-market patio umbrella stand with a versatile design that can also be used as a tiki torch holder. These particular designs are elegantly suited for Grandinroad customers.

Online shoppers who are looking for ways to improve their outdoor settings can order the mailbox post and patio umbrella stand at [www.grandinroad.com](http://www.grandinroad.com). The products are also available in the June 2011 Grandinroad catalog.

The partnership perfectly aligns Eye Level's upscale outdoor living products with Grandinroad's sophisticated customer. Eye Level has an affordable and luxurious collection of outdoor products for do-it-yourselfers and landscape professionals to create stylish outdoor retreats. The exquisitely hand-crafted cast stone product line includes pergolas, arbors, columns, mailbox posts, hose reels, patio umbrella stands, and more.

"We are thrilled to debut our new product designs to Grandinroad customers who desire unique products," says Brian Schroeder, Vice President of Sales and Marketing for Eye Level. "Spring is an ideal time for homeowners to replace winter ravaged mailbox posts with our upscale, one-of-a-kind mailbox post that is easy to install and adds tremendous curb appeal. We predict the patio umbrella stand to be an outstanding item as there is nothing on the market that resembles our unique multi-functional design," adds Schroeder.

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**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 raised accent beds. They are a privately held company headquartered in Trumbull, Connecticut with international manufacturing and warehousing 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. For more information on Eye Level Corporation, visit the company's website at [www.eyelivelliving.com](http://www.eyelivelliving.com).

**About Grandinroad**

Grandinroad is part of Cornerstone Brands, a family of direct marketers that ranks among this country's top ten consumer direct firms. Our partnership with Grandinroad allows us to retain unique marketing and brand equity.

In 1991, Cornerstone Brands mailed its first catalog, Frontgate, to 300,000 upscale American households. The aim of this new direct marketing company was to offer these consumers products and services of unprecedented quality. Since that time, Cornerstone has enjoyed tremendous growth. In 1996, we were recognized by Inc. magazine as one of the nation's 500 fastest growing companies.

**Contact:**

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

Chad Howard  
Corporate Director of PR/Business Development  
Grandinroad  
513.603.1064  
[CHoward@cornerstonebrands.com](mailto:CHoward@cornerstonebrands.com)

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