

**TELESCOPE CASUAL FURNITURE'S CEO, KATHY JUCKETT
SPEAKS AT HIGH POINT MARKET**

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

High Point, NC, April 4, 2011 — “Post-recession, our survey reveals shoppers have pent up demand to do some home decorating, and home furnishings retailers should leverage this opportunity,” Kathy Juckett, CEO of Telescope Casual Furniture, the leading manufacturer of outdoor furniture, told High Point Market attendees during her seminar yesterday.

Ms. Juckett’s presentation, “What Shoppers Want: How Retail Can Thrive in the New Shopping World” gave cutting-edge examples of retail innovation and an in-depth look at the results of the Telescope National Shopper Survey, which revealed how shoppers are spending now, their new values, and categories they are anxious to spend on again.

“In order to sell more to the shopper, retailers need to better understand her and how to market to her. She has learned a lot through the recession on how to save, and spend wisely. She stays out of stores where she is tempted to overspend, and looks online first to find the best prices. The good news is she is anxious to spend on her home, vacations, and nights out – all things that make her feel good,” continued Ms. Juckett.

Ms. Juckett concluded with 7 recommendations on how retailers can market to the new shopper.

1. Value their values
2. Create newness and excitement to get shoppers to your store
3. Make the in-store experience worth it
4. Give them a reason to buy more
5. Inspire them!
6. Don’t forget the digital age
7. Deliver 360° of service

Since May 2009, Telescope Casual Furniture has been conducting its National Shopper Survey to understand shopper’ attitudes and behaviors during these changing economic times. It is a national survey of 1500 adults conducted quarterly by WSL Strategic Retail, the leading retail strategists and futurists.

About Telescope Casual Furniture Telescope Casual Furniture has been producing quality outdoor furniture in New York for 108 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.