

OUTDOOR MEDIA RELEASE

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Brian Smith, CEO

Breakthrough Outdoor Furniture Unveiled:

Inspired by nature, designed for the sportsman

INDIANAPOLIS, IN –

Indianapolis-based MiYu Furniture has announced the launch of its Sportsman Series of high-quality, outdoor furniture. The industry leader in durable, rust-free aluminum furniture, MiYu Furniture created the Sportsman Series to appeal to anyone who possesses a passion for the outdoors and our sporting traditions.

“The Sportsman Series has the rich look of natural hickory, complimented with beautiful, handcrafted scenes from the American wilderness”, says Richard Miller of MiYu Furniture. “This furniture is sure to evoke a strongly positive response from anyone who loves the outdoors”.

Current offerings within the Sportsman Series include seven and five piece dining sets, three and five piece bar table sets, and individual armchairs, bar stools, and rocking chairs. Each chair back features either a springing whitetail buck, leaping largemouth bass, flushing pheasant or fishing brown bear, each handcrafted in striking detail. Personalized chair backs featuring lodge logos or customized wildlife scenes are also available with short lead times at favorable prices.

“I’ve lived an outdoor lifestyle and worked in the outdoor industry my whole life, but I’ve never seen anything like MiYu Furniture’s Sportsman Series – It looks like real hickory”, says *Wild Adventures Television* producer and host Brian Smith. “When I first saw it, I knew I had to have it.”

Miller wants outdoor communicators, lodge owners and consumers to know that it is the furniture’s finish that really sets the Sportsman Series apart. “We went directly to the industry leader, Sherwin-Williams, to create a proprietary, three-part finish that will never be offered by any other furniture manufacturer. It looks like hickory and has the durability necessary for us to offer our customers a ten-year guarantee on each piece.

MiYu Furniture’s Sportsman Series is currently available for purchase exclusively on MiYu’s website, www.miyufurniture.com.

The series will be available for first-hand inspection at the upcoming POMA and AGLOW conferences. Until then, requests for press kits or dealer inquiries are welcome at 800-587-1174 or via e-mail at sales@miyufurniture.com.