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## NEWS RELEASE

FOR IMMEDIATE RELEASE: OCTOBER 27, 2006

### Introducing The Auttoman© –Automotive inspired, top quality, custom made furniture designed for function, beauty, and comfort.

With several years of success in both automotive design and interior design, Los Angeles design firm The Sketch Farm, Inc. decided to combine their two passions and to create a truly unique concept. Automotive inspired furniture. The result is The Auttoman© and it's going to change the way people look at furniture for offices, showrooms and even homes.

#### **What it is**

The Auttoman© is a large (approximately 52 inches in diameter), round, custom-made piece of furniture that is sturdy enough to use as an ottoman, but beautiful enough to be the centerpiece in a room where first impressions matter. The base and body of The Auttoman© is covered in the fabric-of-choice from colorful vinyl's to exotic leathers. The center focus of each Auttoman© is a handpicked custom wheel. The wheel is interchangeable with similarly sized wheels. This allows for modifications to the look and feel of The Auttoman© to suit changing desires. Additional options include custom cut glass to cover the wheel or the entire Auttoman making it a fully functional and much admired table.

#### **Where it goes**

The true beauty of The Auttoman© is not just in its innovative and unique design, but also its functional capacity. The uses are limitless.

***In showrooms*** – Dealerships looking to dress up their showrooms need not look any further than The Auttoman©. Sure, it's a great piece of furniture around which customers can sit and discuss the merits of buying a new car, or even sign the papers on their new purchase. But the Auttoman© can also be a valuable tool in the sales arena. Dealerships can choose to cover The Auttoman© with a number of different fabrics, giving their customers a chance to see and feel all of their interior options before ordering. And the wheel in the center of The Auttoman© can be used to highlight a special wheel-of-the-month or to simply show customers additional wheel options.

***Auto Shows*** - Companies can also use The Auttoman to create a welcoming environment in their booths and display areas at auto and trade shows, and other special events where they want to stand out from the crowd. The Auttoman's unique and solid design not only reveals a commitment to quality and innovation, but also compliments and enhances the vehicles around it.

***In offices*** – Whether they design, build or sell automobiles or automotive accessories, automotive companies have a passion for cars. Now they can bring that passion into their corporate offices, lobbies and waiting rooms with The Auttoman. This unique furniture is a great way for companies to show clients that their passion for cars extends from the manufacturing plant all the way back to the office. The Auttoman is also a beautiful piece of custom-built furniture that tells everyone who sees it that the owner knows and appreciates quality products and innovative design.

***In homes*** – Car enthusiasts are always looking for a way to bring their love of cars into their homes, without actually bringing their cars inside. The Auttoman is the perfect way for car enthusiasts to tell everyone who visits that they not only love cars, but they've got great style and taste when it comes to furniture. Once inside the house, The Auttoman can live in almost every room. The Auttoman makes for a great table in the living room, provides a sexy look to the bar/lounge area, or provides the fun and cool factor for the game room.

### **Where it can be seen**

The Auttoman is making its worldwide premiere at the 2006 SEMA Show in Las Vegas October 31-November 3. One Auttoman will be available at the SEMA Silent Auction (Managed by the Young Executive Network, a SEMA council). The Sketch Farm, Inc. and their Design Director Shlomo Fattal have earned several SEMA awards for design excellence over the years. They are privileged and excited to premier The Auttoman at such a prestigious event with an organization that has supported their work for several years. For more information on The Auttoman, visit [www.auttoman.com](http://www.auttoman.com). The website provides detailed information regarding the product and includes several photos with possible uses and available Auttoman options. The Auttoman is available from The Sketch Farm, Inc. in January 2007.

### **About The Sketch Farm**

The Sketch Farm, Inc. consists of practical yet creative professionals who bring experience, talent, and passion together to meet and exceed your design needs. Principal Design Director Shlomo Fattal manages the Sketch Farm, Inc. and supervises every design project, therefore ensuring top quality work for the entirety of every project. One of the keys to Shlomo's success is his talent for approaching and solving problems with design that combines aesthetics with practical solutions. Shlomo's credentials include studying at one of the nations most prestigious and challenging design programs. After graduating with honors from the Transportation Program at the Art Center College of Design, Shlomo spent several years working with various after-market manufacturers. Shlomo is also the recipient of several prestigious design awards at the SEMA Show. Most importantly, he is a **CAR FREAK**.