

**FOR IMMEDIATE RELEASE:**

Contact:

Jacob L. Slevin, Co-Founder of Designer Pages  
243 Fifth Avenue / Suite 360 / NYC 10016  
T 212 683 4696 / F 212 683 4695 / M 201 615 1936  
jacob@designerpages.com / www.designerpages.com

**INDUSTRY LEADERS STAMP APPROVAL ON SOCIAL NETWORK FOR ARCHITECTURE AND DESIGN**

**New York City's highest regarded Architecture and Design professionals join forces with Designerpages.com to provide the community with the first user-generated application for sourcing products and collaborating on design.**

**New York City, NY -- September 25, 2007** – Now the design industry has an exclusive platform to pool product information and accelerate relevant discourse.

Millions of architectural and design products surround us, but where do they come from and how are they chosen? Designers lose time searching for these answers each day. Now, one website makes sense of these concerns.

Designerpages.com merges social networking and rich interface technologies to deliver an easy-to-use platform that empowers the profession.

“Trying to maintain an up-to-date materials library is an exercise in futility. There are too many products for a designer to catalog, and too many firms for a supplier to reach,” explains Jacob Slevin, co-founder of Designer Pages. “Our social application facilitates the free exchange of information to benefit the entire community.”

At Designer Pages, product suppliers can post and update their own listings. Qualified buyers can instantly connect to the source and request additional information with a single click. Furthermore, designers can save products to their accounts and begin assembling self-maintained online materials libraries that reflect daily updates.

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Sharing information with other trade professionals is now a breeze thanks to 'workspaces.' These open virtual forums encourage product discussion and inspire the necessary collaboration that takes creative concepts from paper to reality.

Designer Pages was created based on the premise that communication improves productivity. Thus far, the design community agrees.

In May 2007, Designer Pages partnered with a group of New York City's highest regarded professionals, including Adam D. Tihany, Principal at Tihany Design; Daniel J. Kaplan, AIA Senior Principal at FXFOWLE Architects; Elias F. Dagher, Senior Principal at Dagher Engineering; and George E. Leventis, Senior Principal at Langan Engineering.

When asked why he joined the Designer Pages board, Adam D. Tihany explained, "Designers crave product information, but the existing sources tend to be limited only to well known suppliers. The Designer Pages platform encourages product designers from all across the world to showcase their products to a broader audience. I think [that] making unique products more available will create more interesting interiors."

Some of the industry's favorite suppliers with products on Designer Pages include Armstrong Ceiling Systems, Dornbracht, Knoll, and Vaughan. Additionally, the community seeks to provide niche suppliers with an interactive web medium for promoting their own products. It's a democratic platform meant to surface the best products from every rank of design.

With user-generated content and an open platform, Designer Pages hopes to eliminate designers' dependence on bulky product catalogs. "Just as Wikipedia used social media to redefine the limits of the encyclopedia, we want to leverage the wisdom of the crowds to create the most comprehensive and accessible product collection ever," promises Avi Flombaum, co-founder and lead programmer of Designer Pages.

In August of 2007, Designer Pages raised an initial round of funding through an angel investment body. Such investors hold positions on the company's Board of Advisers and in corporate management, bringing higher business acumen to the executive team.

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The website launched its private beta to various architecture and design firms in New York City earlier this summer. The public release is scheduled for mid October, just in time for the Neocon Furniture Show in Baltimore, which Designer Pages will attend. You can visit the community at [www.designerpages.com](http://www.designerpages.com), check out Designer Pages at Neocon, and join the innovative social network for no cost.

For more information, please contact:

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