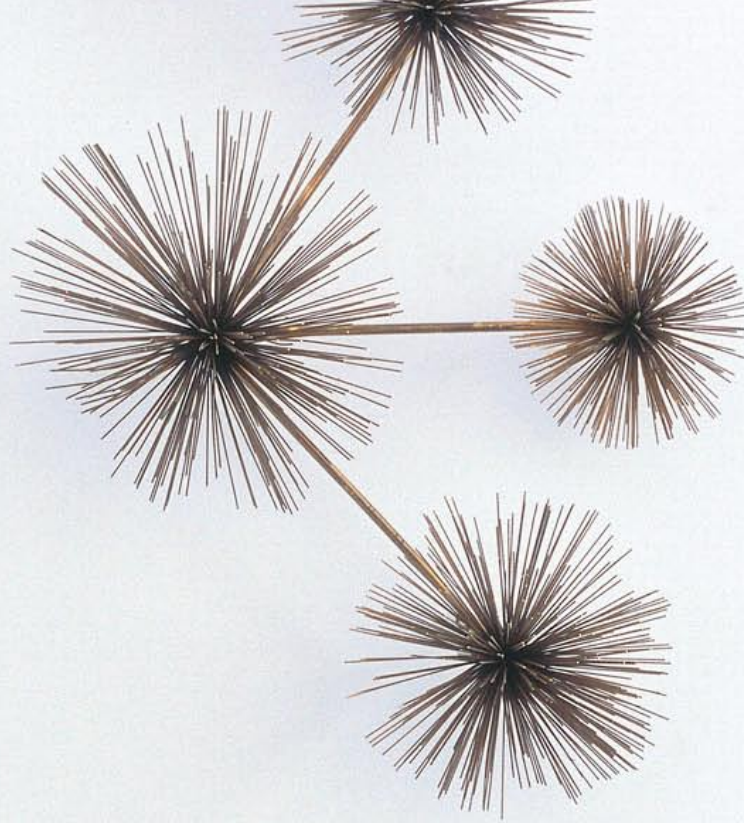


Lushpad

Media Kit *January 2009*





Introducing Lushpad.com
The buy and sell marketplace
for modern collectors.

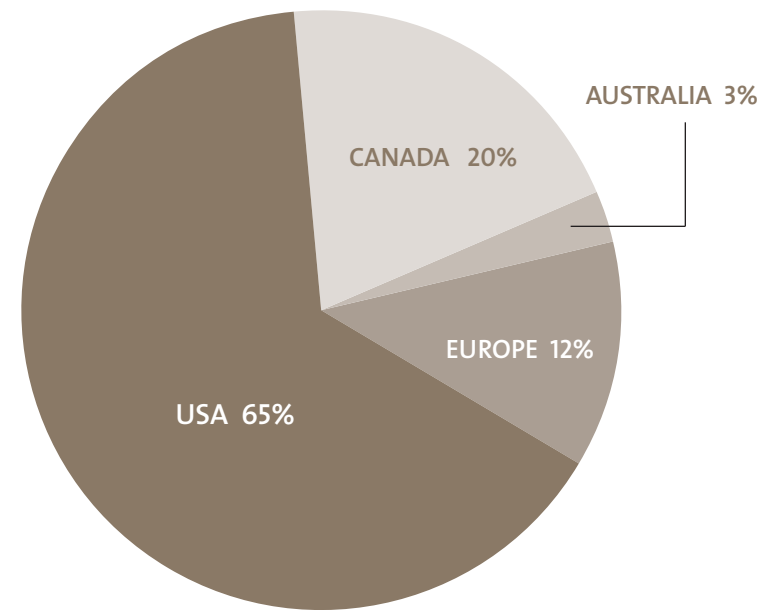
Lushpad.com makes it easier for modern design and contemporary art fans to buy, sell or find out more about that extra special piece.

Lushpad is a unique online home for lovers of mid-century Modern furniture, accessories and related objects sought by vintage collectors and anyone else interested in contemporary design and art. In the spirit of democratizing good design, Lushpad is a resource for everyone, where buyers and sellers can connect at every price point. If you have an authentic original, licensed original, reproduction or contemporary artwork to sell, or if you are in the market for furniture, art and/or information, this is where you belong.

“I guess you could call Lushpad part gallery, part auction house and part design magazine. Lushpad is a lifestyle. It’s about finding and living with beautiful – and affordable – things.”

- Melanie Carlson, Owner

“I’ve had a keen eye for form and quality since I was young, but it was in my early 20s that I fell in love with mid-century modern furniture and the whole retro vernacular,” says Melanie Carlson, Lushpad’s owner. An award-winning graphic designer and creative director, Carlson has worked in the UK, the Netherlands and Canada. “When I bought my first home in Vancouver, I realized I couldn’t afford the designer furniture I love. I got an idea for a website for secondary market designer furniture for people who like myself want showroom furniture but can’t afford showroom prices. I had similar issues with my fairly extensive art collection. Now that I had a new home some of my art didn’t fit, but how do you find an appreciative audience who may want to buy it? I wanted Lushpad to be a resource for learning more about good design and smart collecting. I guess you could call Lushpad part gallery, part auction house and part design magazine. Lushpad is a lifestyle. It’s about finding and living with beautiful – and affordable – things.”



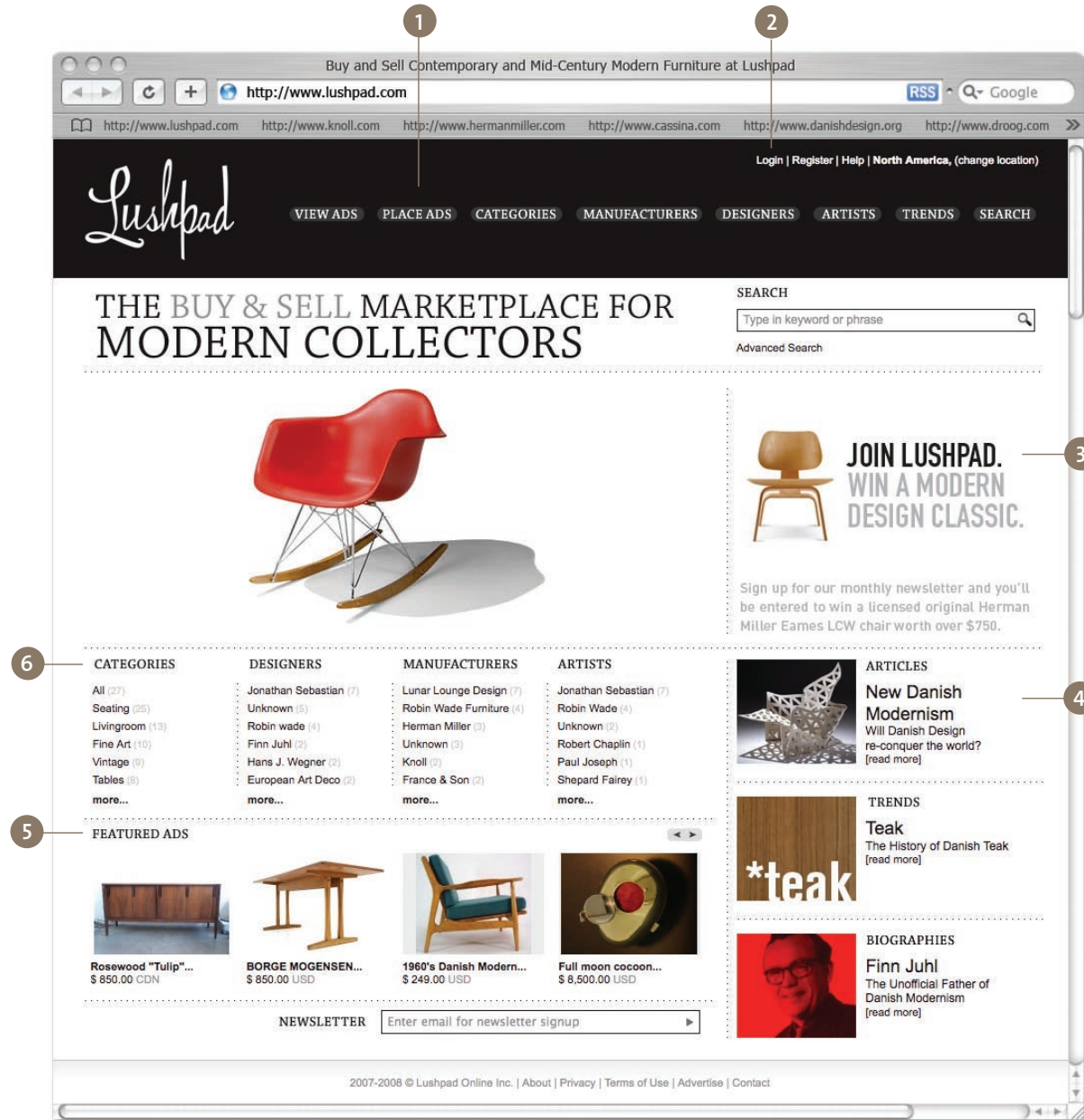
Lushpad launched in July 2008, and is quickly becoming the go-to source for contemporary and mid-century modern furniture collectors. Traffic on the site is continuously increasing and currently averaging 1,200 unique visitors a day. The site is used predominantly within the US and Canada (epicenters of use are California, British Columbia, Ontario, New York and Texas), though there is also increasing activity from users in the UK and Australia.

Items under \$250	FREE
Items \$250 - \$800	\$8
Items over \$800	\$12
Upgrade to a Featured Ad	\$3

Cheaper than eBay or Consignment

Lushpad listings are flat-fee based, so there are no hidden costs involved in placing an ad with us. Wanted ads and items for sale under \$250 are free, items between \$250 and \$800 cost \$8 to list, and items over \$800 are \$12. This gives our users access to a highly targeted group of design-savvy people. No more endless searching through ebay and craigslist for a prized mid-century modern piece.





Lushpad's ads are monitored by the users themselves. There are strict categorizations within the ad placement process to denote original, vintage or reproduction. If an ad is reported to be inaccurate, measures are taken to rectify the situation and in some cases ad listers will be banned permanently from the site. All sale transactions happen between the buyer and the seller, though lushpad will provide shipping agent resources, if buyer and seller are at a distance from one another.

1 Place Ads

There are three simple steps to placing an ad.
 Step One: Select your categories
 Step Two: Upload photos and description.
 Step Three: Confirmation and payment.

2 Login (My Lushpad)

When you log in to Lushpad you have to access to:

- Edit your profile information
- Edit, delete, hide, your ads
- Renew your ads
- Upgrade ads to Featured Ads
- View and edit clipboard items
- Set alerts for wanted items.

3 Promotions

Regular promotions and design-related competitions keep our users – your potential customers – coming back. We currently have over 2,500 registered users and our numbers are growing daily.

4 Resources

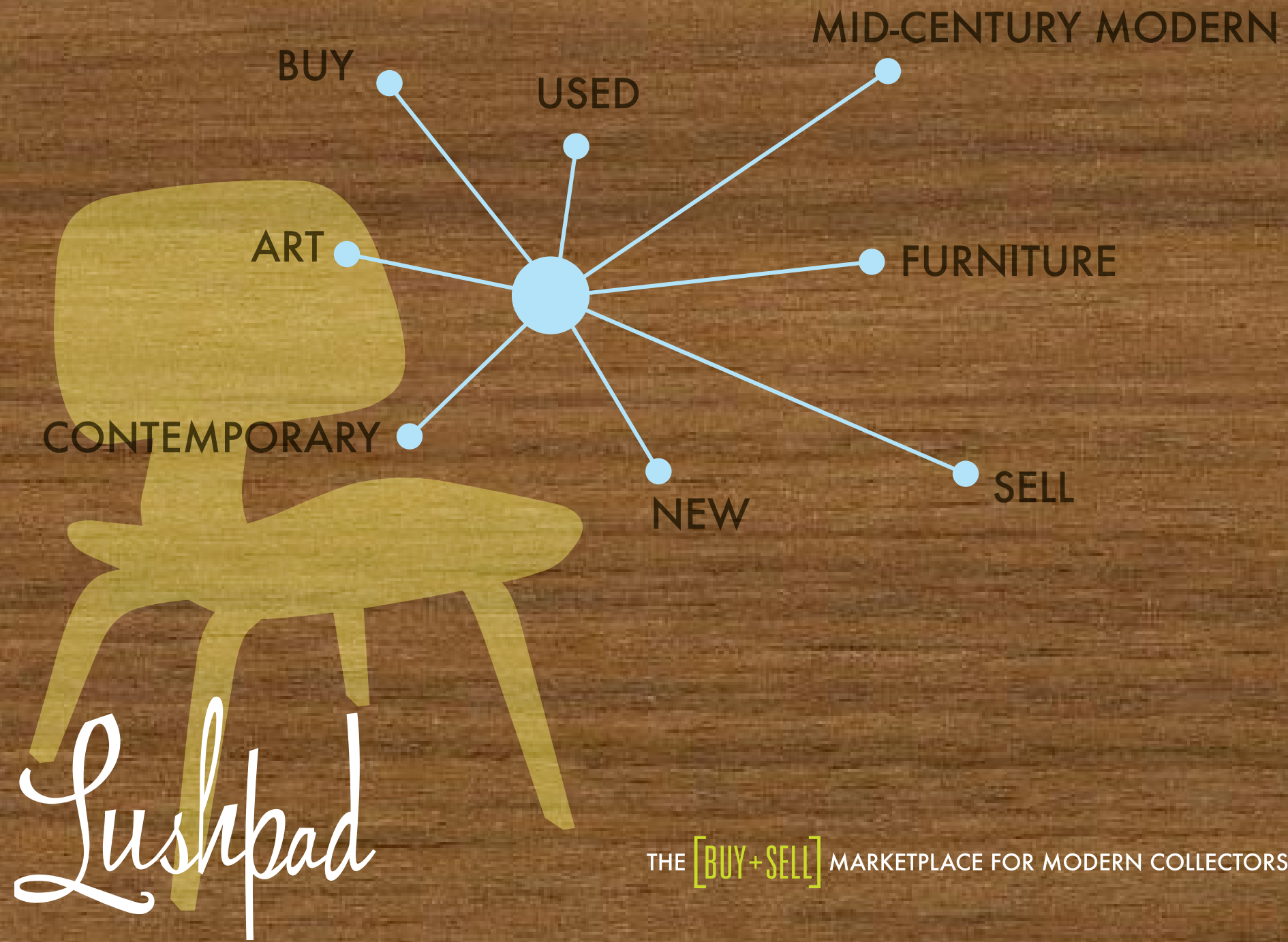
New and interesting articles, blog entries and biographies on design, designers and smart collecting are added regularly to educate and inform our users about contemporary and mid-century modern design.

5 Featured Ads

When you upgrade your ad listing to a Featured Ad, your ad will show on our main page, and will be highlighted so it stands out in the listings.

6 Quick Links

At-a-glance lists linking to the items that are most popular on our site. Listed items can be accessed through either Category, Manufacturer, Designer or Artist.



What our customers are saying...

"I am very excited about this venue. With the rapid demise of eBay as a reliable vintage outlet there are lessons to be learned."

"I appreciate what Lushpad is doing, I think it's a well run site and I believe the intentions of the site are great."

"Love the site. From the very first day I thought it was a simple yet elegantly designed web site. Tasteful and timeless."

"Thanks again to Melanie for contacting us re selling on lushpad. More than helpful, always quick to respond to any questions I have regarding listing any items. You guys rock!"

"We love lushpad. Proud to be associated with your modern, hip, site. Keep up the great work!"

"Awesome listings! Such a clean, organized and easy to use site!"

"This site is a refreshing change from any other venues of sale. The customer service is immediate and friendly. Clean, simple with good stuff without being stuffy. I'm a seller with several venues and I see Lushpad as new and welcome avenue of sale. We have already sold a couple of things. Someone in Sweden wanted me to ship a chaise lounge, so you're getting international attention. The design is fabulous! I'm honored to be a part of this site."

"I love this site. I really like how the pictures are displayed in the ad and how the ad is laid out. I think it is very organized and well thought out."

"I really like the idea of a simple place to sell modern items other than through Ebay"

"I am glad there is a site like this where people can find good design, without having to scan through endless pages on craigslist. I hope the site does well, and grows in popularity."

For more information please contact:

Melanie Carlson

melanie@lushpad.com

310 893 4081 Los Angeles

778 317 7506 Vancouver

www.lushpad.com

The logo for Lushpad, featuring the word "Lushpad" in a white, elegant cursive script font. The letters are fluid and interconnected, with a soft shadow effect behind the text.