

atlas

H O M E W A R E S

...because style matters

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The Paragon Collection on Bamboo Door

FOR IMMEDIATE RELEASE:

NO TOOLS. NO HASSLES. NO MORE EXCUSES!

Self-Adhesive Paragon House Numbers From Atlas Homewares Add Instant Curb Appeal.

(Los Angeles, CA – October 14, 2008) If outdoor home improvements have been on the “honey do” list for longer than you care to remember, you just ran out of excuses. The new, modern Paragon House Numbers from Atlas Homewares are so easy to install (not to mention affordable) that you can install them in minutes, like during a commercial of your favorite TV show. With a drink in one hand. Seriously.

Made of brushed stainless steel with a durable lacquered finish, these simple numbers pack a lot of visual punch, giving any front door a pop of instant urban style. They come with an industrial strength peel-and-stick backing that makes them easy to install without the use of drills or other tools. Simply determine where you want to place the numbers, peel off the backing and press them into place. Their super-strong adhesive allows them to adhere with ease to nearly any type of surface – brick, stone, stucco or wood. You can even put them directly on your front door.

Lacquered for durability, the numbers are maintenance-free and weather-resistant. Best of all, with a price tag of just \$18.90 per number, this is a project that is affordable for even the tightest budgets. For those trying to sell their house, bold new house numbers help make a great first impression.



Simply peel off the backing for instant style!

The Paragon Modern collection makes a sophisticated statement. Measuring four inches tall and approximately 4 ½ inches wide, the numbers appear nearly flush with the house, projecting out a mere half inch. They also make a thoughtful gift for new homeowners and arrive in attractive packaging suitable for gift giving. The raised, stainless steel design provides enduring elegance; each piece is weather-resistant and maintenance-free.

The Paragon House Numbers were just announced as a Finalist for the 2009 Stevie Awards for Women in Business in the Best New Product of the Year category, with winners to be announced in New York on Friday, November 14, 2008.



PARAGON continued

The Paragon Collection, like all of Adrienne's designs, is stunning "jewelry for the home," and these gems are as functional as they are ornamental. Add the ease of application and The Paragon is nothing short of revolutionary. Cutting-edge designs come easily to Adrienne; style-savvy, fashion-forward and innovative, she is not only known for setting trends but for creating them.

With Atlas Homewares, it's all about evolving style. Under the creative direction of Adrienne Morea the company has enhanced home décor with decorative hardware that is both inspiring and style driven. Drawing inspiration from everything from nature to global travel, the Atlas Designer strikes a connection with those who have an eye for fashion. Atlas Homewares aspires to set the trend when it comes to decorative hardware. Each season brings a new collection ensuring a dynamic gallery from which to choose and longevity in an industry that demands a discerning eye.

For more information on the Paragon House Numbers, call 818-240-3500 or visit www.atlashomewares.com.

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The Paragon Collection on Stucco