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(07 ANNIVERSARY MILESTONE)

MASTERPIECE INTERIORS MARKS 10-YEAR MILESTONE, SEES GREATER EMPHASIS ON MODEL MERCHANDISING

WINTER PARK, FL – *Masterpiece Interiors*, a multi-faceted design firm that evolved from a two-person, home-based operation into one of the state’s premier full-service companies with clients in Orlando, Tampa, Sarasota-Bradenton and Jacksonville, just completed its 10th year in business.

Started in 1998 by partners *Christy Scanlon* and *Carol Ratliff*, together with their spouses *Don Scanlon* and *Adair Ratliff*, the Winter Park-based company has established itself as a recognized leader in the areas of model merchandising, boutique resort design and custom residential design, providing services for some of the biggest names in homebuilding.

The award-winning company, which has grown from two and now employs more than 40, closed the books on its most successful – and busiest – year to date, according to Scanlon, Masterpiece’s Chief Operating Officer.

Masterpiece’s remarkable growth has been fueled by its continued expansion outside Metro Orlando. Over the past few years it has slowly cultivated a growing client base in several of the state’s other major markets, as well, including Tampa, Jacksonville and Sarasota/Bradenton and Scanlon expects that geographic landscape to continue to widen in the New Year.

“We’ve grown tremendously this past year and so has the demand for our services,” says Scanlon.

Listed among the company’s notable clients are *Ryland Homes*, *Engle Homes*, *Toll Brothers*, *Royal Custom Builders*, *Park Square*, *Ginn’s Reunion Resort* and prominent, award-winning Naples custom builder *Imperial Homes* who retained Masterpiece for its Central Florida ventures at *Reunion Resort* and *Sugarloaf Mountain* in Lake County.

Scanlon says the area of business for Masterpiece that continues to be the most active is ***model merchandising*** for residential builders. Because of the protracted housing slump that has stalled new home sales, builders have been placing a greater emphasis than ever before on their model homes in marketing their communities.

“Model merchandising once again has become a very valuable marketing tool for both custom and production homebuilders,” says Scanlon. “Builders are demanding that their models be exceptional in every respect because the window of opportunity of reaching and converting those prospective homebuyers is very small.”

Masterpiece, a winner of more than a dozen design awards over the years, is doing its part to distinguish its creative efforts. It has been incorporating custom audio sound to accentuate the atmosphere of specific rooms such as soft music and people dining to highlight the kitchen, or the sounds of bantering cartoon characters to complement the theme of the children’s bedrooms.

“Model merchandising plays to all the senses, not just sight,” says Scanlon.

Scanlon is pleased with the growth and success Masterpiece has achieved during its first 10 years but feels the company’s most productive years remain in front.

“This is a significant milestone and one all of us here at Masterpiece take great pleasure in,” she says. “We’ve achieved a lot over the past 10 years and have had an opportunity to work with some of the giants of the industry but we really feel that as a design company we’re just now beginning to tap into our potential.”