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(08 RESIDENTIAL DIVISION EXPANDING)

MASTERPIECE INTERIORS EXPANDING RESIDENTIAL DIVISION

WINTER PARK, FL – *Masterpiece Interiors*, a multi-faceted Winter Park design firm that has carved much of its success in the resort/hospitality and homebuilding arenas, is now turning its attention to personal residences.

The company is expanding its *Residential Division* and will be placing a renewed emphasis on individual, vacation and second-home residences in an expansion of its business operations, says Chief Operating Officer *Christy Scanlon*.

“Although the Residential Division has been a part of our business model since our inception in 1998, we’ve focused primarily on our *Model Merchandising* and *Resort/Hospitality* divisions which have generated the lion’s share of our business over the years,” says Scanlon. “Those two divisions will continue as our cornerstones but we expect to see our Residential Division accounting for more and more business as we grow.”

Scanlon says the services of the Residential Division can range from the design and furnishings for an entire house to a room or two and include working with a remodeler of an existing home or an architect of a new home. The services available include material selections inside and out such as flooring, paint selections, surfaces and tiles, window treatments, furniture, accessories and extensive architectural trim and detailing.

“We have the diversity and the skill, as well as access to resources not available to the general public,” says Scanlon.

Unlike the company’s Model Merchandising and Resort /Hospitality entities which service clients all over the state, the Residential Division’s expansion will focus initially on the Central Florida market, capitalizing and building on the “Masterpiece” reputation.

“We think it’s important to first establish a strong foothold in this market before expanding to others, although we won’t be limited by geography, especially if we’re called to design someone’s mountain or beachfront getaway,” says Scanlon. “Our intention is to stay close to home – that was the blueprint for our other two divisions.”

Scanlon is counting on the company’s strong showing in the past several Parade of Homes competitions in which a number of its Model Merchandising builder clients corralled awards to serve as a springboard and help drive business. Recently, Masterpiece Interiors design efforts contributed to three First Place awards and a Merit Award during this years Spring Parade of Homes.

One of those awards included top honors for a \$1.4 million custom built estate in Windermere that generated several new homeowner clients, notes Scanlon.

“Many people who visit model home centers and go to home parades want to be inspired by new design ideas that they can incorporate into their own homes as part of home makeover,” says Scanlon. “This is happening more and more and those are the people our Residential Division hopes to serve.”

During the past few months alone, Masterpiece has completed over 30 new models in the Greater Orlando area providing an “incredible number of showrooms for consumer inspiration.”

“Our Model Merchandising and Resort/Hospitality divisions have grown by leaps and bounds and we envision the same success for the Residential side of our business through aggressive marketing and promotion,” says Scanlon.