



10835 Santa Monica Blvd. Suite 102, Los Angeles, CA 90025
Phone 310.470.4700 Fax: 310.470.4744

NEWS RELEASE

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The Auttoman© Makes a Big Splash at the 2006 SEMA Show.

Debut at SEMA Show 2006

It's official – the very first Auttoman© has been sold! After making its worldwide premiere at the 2006 SEMA Show in Las Vegas, NV, The Auttoman was sold as part of the SEMA Silent Auction (Managed by the Young Executive Network, a SEMA council). The makers of The Auttoman, Los Angeles-based design firm The Sketch Farm, Inc. was proud to donate an Auttoman to the SEMA Silent Auction, which raised over \$74,000 for the SEMA Memorial Scholarship Fund, benefiting students engaged in studies that will further their careers in the automotive aftermarket arena. The Sketch Farm and Design Director Shlomo Fattal have a long, fruitful history with SEMA, having earned several SEMA awards for design excellence over the past few years, and they were grateful for the opportunity to premiere The Auttoman at such a prestigious event benefiting such a worthy cause.

In addition to the honor of debuting The Auttoman at the 2006 SEMA Show, four of Shlomo's vehicle renderings were also on the cover of the SEMA Show Daily paper on Wednesday, November 1st. These four vehicle renderings were showcased as The Most Accessory-Friendly Vehicles of 2007. The award winning vehicles include the 2007 Jeep Wrangler, 2007 Chevrolet Silverado Classic Hybrid, 2007 Ford Shelby GT500, and the 2007 Toyota Tundra. After their unveiling at the SEMA Media Event, all four manufacturers were proud to have the opportunity to use the renderings in their own press releases of these vehicles.

With the success of the 2006 SEMA Show behind them, The Sketch Farm is now ready to being rolling out The Auttoman for corporate and private sales.

What it is

The Auttoman is a large (approximately 52 inches in diameter), round, custom-made piece of furniture that is sturdy enough to use as an ottoman, but beautiful enough to be the centerpiece in a room where first impressions matter. The base and body of The Auttoman is covered in the fabric-of-choice from colorful vinyl's to exotic leathers. The center focus of each Auttoman is a handpicked custom wheel. The wheel is interchangeable with similarly sized wheels. This allows for modifications to the look and feel of The Auttoman to suit changing desires. Additional options include custom cut glass to cover the wheel or the entire Auttoman making it a fully functional and much admired table.

Where it goes

The true beauty of The Auttoman is not just in its innovative and unique design, but also its functional capacity. The uses are limitless.

In showrooms – Dealerships looking to dress up their showrooms need not look any further than The Auttoman. Sure, it's a great piece of furniture around which customers can sit and discuss the merits of buying of a new car, or even sign the papers on their new purchase. But the Auttoman can also be a valuable tool in the sales arena. Dealerships can choose to cover The Auttoman© with a number of different fabrics, giving their customers a chance to see and feel all of their interior options before ordering. And the wheel in the center of The Auttoman can be used to highlight a special wheel-of-the-month or to simply show customers additional wheel options.

Auto Shows - Companies can also use The Auttoman to create a welcoming environment in their booths and display areas at auto and trade shows, and other special events where they want to stand out from the crowd. The Auttoman's unique and solid design not only reveals a commitment to quality and innovation, but also compliments and enhances the vehicles around it.

In offices – Whether they design, build or sell automobiles or automotive accessories, automotive companies have a passion for cars. Now they can bring that passion into their corporate offices, lobbies and waiting rooms with The Auttoman. This unique furniture is a great way for companies to show clients that their passion for cars extends from the manufacturing plant all the way back to the office. The Auttoman is also a beautiful piece of custom-built furniture that tells everyone who sees it that the owner knows and appreciates quality products and innovative design.

In homes – Car enthusiasts are always looking for a way to bring their love of cars into their homes, without actually bringing their cars inside. The Auttoman is the perfect way for car enthusiasts to tell everyone who visits that they not only love cars, but they've got great style and taste when it comes to furniture. Once inside the house, The Auttoman can live in almost every room. The Auttoman makes for a great table in the living room, provides a sexy look to the bar/lounge area, or provides the fun and cool factor for the game room.

How to get it

For more information on The Auttoman, visit www.auttoman.com. The website provides detailed information regarding the product and includes many photos displaying all possible uses and available options for The Auttoman. The Auttoman is available from The Sketch Farm, Inc. in January 2007.

About The Sketch Farm

The Sketch Farm, Inc. consists of practical yet creative professionals who bring experience, talent, and passion together to meet and exceed your design needs. Principal Design Director Shlomo Fattal manages the Sketch Farm and supervises every design project, therefore ensuring top quality work for the entirety of every project. One of the keys to Shlomo's success is his talent for approaching and solving problems with design that combines aesthetics with practical solutions. Shlomo's credentials include studying at one of the nations most prestigious and challenging design programs. After graduating with honors from the Transportation Program at the Art Center College of Design, Shlomo spent several years working with various after-market manufacturers. Shlomo is also the recipient of several prestigious design awards at the SEMA Show. Most importantly, he is a **CAR FREAK**.