

UsedFurnitureFindex.com releases new Showroom feature to the general public.

The new Showroom feature on UsedFurnitureFindex.com allows users to see into the back rooms of stores without ever leaving their home.

August 1, 2007 – UsedFurnitureFindex.com, an ecologically conscientious web site designed to make it easy for buyers and sellers of used furniture to find each other, released their new Showroom feature today. Showrooms give furniture stores, manufacturers and retailers a way to inform the public on what they have in the “back room.” This includes floor samples, closeouts, damaged, discontinued and returned items.

Showrooms contain a banner ad for the supplier and allow the user to see what is for sale, store locations, featured items and links to contact the vendor as well as a link to the vendor’s web site. Each Showroom employs UsedFurnitureFindex.com’s unique and super-fast search engine designed specifically for home furnishings. Users can search by keyword, condition, dimension, distance, quality level, price and more. The most powerful aspect of this search engine is its ability to search by dimension which allows users to find exactly the right size item. Sellers can include up to four pictures. Buyers can zoom in and examine the furniture up close, almost like being there. Navigation is simple, easy and effective.

Showrooms are used by retailers, manufacturers, moving & storage companies and others as a complement to their regular web site and yields the following features:

- Mini Web Site Branding within main site
- Employs same super search engine as within the regular site
- #1 in Yahoo for non-office furniture when searching for the term “Used Furniture”
- Results can produce #1 page in Google for specific items using flattened “All Listings” technology describing an item
- Users can search by location of store
- The web site shows maps to each location
- Links are provided to the vendor’s own web site, contact info and email
- The site forwards inquiries to salespersons or customers
- Can be used as in-store tool to see all inventory entered
- Vendors manage a Featured Items list as well

To a vendor, these features can yield terrific benefits. It allows the vendor to showcase items, publish pictures of closeouts, clearance items, damaged items, loss leaders and floor samples. Many of these are normally never seen by salespersons or customers. Vendors manage their own inventory while bringing the power of a furniture-oriented search engine as an adjunct to their own web site. UsedFurnitureFindex provides national exposure and higher placement within regular search engines such as Yahoo, Google and Ask. UsedFurnitureFindex also provides a safe and convenient outlet for customers to liquidate their own used furniture even as they are purchasing new using coupons.

UsedFurnitureFindex.com. launched in June of 2006, has been growing by 33% each month over last year and now has over 11,000 visitors a month. Also included on the web site is the Home Improvement and Services Directory, listed by ZIP code. Users can find home-related services locally or regionally. The site was invented and designed by Denise H. Cooperman who has been in the home furnishings industry for over 25 years.

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