

bored.TM

P.O. Box 340474
Columbus, OH 43234-0474
boredsketchbooks.com

FOR IMMEDIATE RELEASE
December 1st, 2007

CONTACT:
Gabe Shultz
gabe@boredsketchbooks.com
(614)202-8115

Bored. Creative. But most of all, NEW.

COLUMBUS, OHIO—Selling designer sketchbooks on the web may be old hat for Bored Creative Company, but when you grow fast, you need a hat that fits. So they made a new one.

Bored is launching a new web site this month, featuring a renovated Artists section that delves deeper into selected artists' profiles, a repurposed-but-still-hilarious blog by founder Gabe Shultz, and a striking new visual design. All this comes together to make an experience that's easy to use and fun to look at.

Add an irresistible new price—\$11.99 for one of their chic limited-edition sketchbooks—and the chaos of 'new' starts to make sense.

"The new site project began as a way to make *our* lives easier," explained Gabe. "But the revamp has grown into something we think everyone will love, and we're proud of that. It's beautiful, it's streamlined, and it gives our customers what they want."

The new site can be found at www.boredsketchbooks.com.

####