

KLAFF'S

FOR IMMEDIATE RELEASE

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LIGHTS, CAMERA, KLAFF'S! Renowned Design Store Unveils New YouTube Channel

SOUTH NORWALK, Conn. – Klaff's, the award-winning home design store, has debuted a YouTube channel devoted to showcasing its world-class quality products, expertise and superior customer service.

The channel, found at <http://www.youtube.com/user/KlaffsHomeDesign>, initially features the company's five main areas of business: Lighting, Kitchens, Bath, Decorative Hardware, and Tile & Stone.

"We're using the Internet as a means to reach out and speak to homeowners in a personal and engaging way, and give them a sense of Klaff's unsurpassed level of expertise," said Jim Schanck, director of marketing at Klaff's. "This channel provides an opportunity for our customers to experience the Klaff's brand in a new and intriguing way."

Each of the initial videos features a Klaff's expert from one of the five areas of business. These experts talk about home design trends and answer the questions customers are asking most often.

The site will be updated regularly to feature innovative products, interesting trends and new ideas in home design.

About Klaff's

Klaff's, which was founded in 1921 by Joe and Mary Klaff, is privately owned and operated today by the second and third generations of the Klaff family. In addition to its South Norwalk, Danbury and Scarsdale full-service, one-stop shopping home design stores, the Klaff family operates a specialty lighting showroom in Westport, Conn., and wholesale plumbing supply businesses in South Norwalk and Danbury. For more information, visit www.klaffs.com.

Store Locations

South Norwalk, 28 Washington Street, 203-866-1603
Danbury, 11 Newtown Road, 203-792-3903
Scarsdale, 341 Central Park Avenue, 914-740-1800