

## FOR IMMEDIATE RELEASE

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## Image Revolver First Art Site to Use Community to Select Highest Quality Images

Philadelphia, PA — December 1, 2009 — Before you invest time and money searching for art prints at online mega-stores, stop by ImageRevolver.com for a collection of art prints that has the seal of approval of an international community of art mavens.

The Philadelphia-based art site extends an open invitation to artists all over the world to submit work to the collection. But unlike its competitors, Image Revolver is now the first art website to leverage community feedback to determine what art should be offered on the website.

Image Revolver's founders avoid stacking their site with "fluff" just to brag about the size of their collection. "Buying art shouldn't feel like looking for a needle in a haystack," according to co-founder Yis Tigay, "but that's how it feels when a collection has no real quality control. We make the process easier and better for buyers by utilizing the best quality control available—public opinion." Tigay's partner, Benjamin Greenberg, believes that Image Revolver's community of art mavens is much better at reviewing art than paid critics and curators. "We're the first site to find out what the public actually likes, not what we think they should like."

The public will certainly also like Image Revolver's standardized and affordable pricing strategy. Rather than letting artists choose their own prices, Image Revolver keeps it simple and affordable for buyers by charging by print size and frame choice. "A big complaint about some other online art collections is that it takes ages to find something worth buying, and then when you finally do, the price is much higher than you expected," Tigay says. "We're fixing that."

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Image Revolver's rapidly growing art collection includes thousands of works from an international roster of photographers, illustrators, and digital artists. The site showcases a wide variety of artwork spanning twenty categories, including Children's Art, Nature Photography, Travel and Architecture. Prints are produced by a master printer using super high-quality giclee printing equipment, specialty inks and archival papers. Image Revolver currently offers eight multi-colored gallery-style frame and mat combinations, as well as unframed prints and gallery-wrapped canvas blocks. Orders are shipped within 3-5 business days.

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