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**AMERICAN LEATHER GOES VIRAL WITH NEW
APARTMENT THERAPY AD CAMPAIGN**
*NEW CO-BRANDED ONLINE AD PROGRAM
TO KICK OFF WITH MOTHER'S DAY PROMOTION*

DALLAS – April 2010 – Dallas-based furniture manufacturer and design leader AMERICAN LEATHER has gone viral with its advertising program – introducing a new co-branded ad campaign on *ApartmentTherapy.com*. Co-branded with 30 retail partners in major markets nationwide, the new campaign launched this month as an ad announcing a promotion for Mother's Day.



The advertisement features a woman sleeping peacefully on a bed with a bouquet of pink roses. The text reads: "WIN your mom the COMFORT SLEEPER™ by AMERICAN LEATHER®". Below the image, it says "Available through ABC Retailer" and "click here to enter!". At the bottom, a teal banner contains the text "MOTHER'S DAY SLEEPSTAKES" and "Contest runs from April 2 - 30, 2010".

Titled the "Mother's Day *Sleepstakes*," the April ad campaign encourages *ApartmentTherapy.com* site visitors to click through to the Website of the participating retailer in their area, and tell why, in 250 words or less, their mom deserves a new Comfort Sleeper for Mother's Day. The campaign will run throughout the month of April, and five winners will be selected nationwide to win a new Comfort Sleeper by American Leather.

"So far, the campaign has already met with tremendous success, and retailers are starting to see the impact of the ad," said Bruce Birnbach, president of American Leather. "In just two weeks, the ads have already received more than 650,000 impressions, and we've had more than 1,500 click throughs to the retailers' contest pages on their Website. *Apartment Therapy* has always been a

strong referral site for American Leather, and this campaign further proves the power of viral marketing."

ApartmentTherapy.com reports that it currently receives more than 1 million unique visitors a month, and the average user visits three times monthly. *Apartment Therapy* has a large focus on small space living, and has voted the American Leather Comfort Sleeper as a "Best sofa sleeper". According to

Founded in 1990, AMERICAN LEATHER is a manufacturer of custom upholstered, premium leather and fabric furniture, and is recognized as one of the leaders of innovative, high-quality, made-to-order furniture without the wait. Please visit www.americanleather.com for more information.

Birnbach, the site is consistently responsible for 20 percent of the overall traffic American Leather receives to its Website.

“We see online advertising as having the most impact for helping drive traffic to our retailers’ Websites,” said Birnbach. “That is why we wanted to co-brand these ads – so that our retailers could benefit the most. This is a campaign we feel confident will drive awareness, and customers, for American Leather and its retail partners.”

Along with the *Apartment Therapy* ads, American Leather will also continue running print ads in 2010 within leading shelter publications, including *Elle Décor*, *House Beautiful* and *LUXE*.

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