



MyDesignIn Makes Shopping for Your Home Easy by Introducing One-Click-Design at TechCrunch50

Patent-Pending 3D Technology Makes Coordinating Purchasing Decisions for your Home a Snap

SAN FRANCISCO, CA – September 15, 2009 – DesignIn, Inc. today unveiled patent-pending one-click-design capabilities in a public beta of MyDesignIn.com at the TechCrunch50 Conference, introducing the only online marketplace that truly bridges the gap between 3D design and shopping.

“In 2008, consumer spent over \$21 billion on home design and decorating products online. Yet, shopping for your home and coordinating multiple purchasing decisions remains one of the most time consuming and frustrating processes for consumers,” says Ramsay Hoguet, DesignIn Founder and CEO. “MyDesignIn.com streamlines the process by allowing consumers to mix and match unlimited brand name products in 3D and makes adding a product to a 3D room as simple as one click. MyDesignIn takes care of the rest.”

With MyDesignIn, consumers can shop for unlimited brand name products via a comparison shopping engine built from the ground up for the home design and decorating industry, mix and match these products in 3D designs to coordinate purchasing decisions and collaborate with professionals and community members from the convenience of their home.

Unlike typical online design sites, MyDesignIn’s unique one-click-design capabilities make the experience about shopping, not learning complex design tools. MyDesignIn allows consumers to add products to a room just like they would with a shopping list. Click on a button and MyDesignIn automatically places the product in a 3D room that is completely customizable. As users add new products, the system organizes them to allow the user to mix and match alternative product selections in 3D and suggests other products to search for. Consumers can also select from alternative design layouts, and the system matches the existing shopping list to an entirely new 3D design.

MyDesignIn currently offers products from over 200 retailers including The Home Depot, Sears and Target. Products from any retailer, small boutique, or local kitchen and bath dealer can easily be integrated with MyDesignIn using its patent pending technology for turning simple images into 3D content. Consumers can also bookmark unique finds anywhere on the Web, offering the most flexible and scalable shopping experience in the home design market.

MyDesignIn makes shopping easy by helping consumers coordinate multiple purchasing decisions, ultimately driving them to a purchase, while offering merchants a place to merchandise their products online, resulting in higher average order values and conversion rates.

About TechCrunch50

Founded in 2007 by leading technology blog TechCrunch and entrepreneur Jason Calacanis, the TechCrunch50 conference provides a platform for early-stage, and frequently unfunded, companies to launch for the first time to the technology industry's most influential venture capitalists, corporations, angel investors, fellow entrepreneurs and the international media. Companies are selected to participate exclusively on merit. TechCrunch50 is supported by corporate sponsors Google, Microsoft, Bing, MySpace and Facebook, as well as venture capital and legal-advisory firms including Sequoia Capital, Charles River Ventures, Founders Fund, Redpoint Ventures and Perkins Coie.

About DesignIn, Inc.

DesignIn, Inc, an early stage technology company, is making shopping for your home easy. MyDesignIn.com will become the world's largest collaborative marketplace for home design and decorating products by connecting consumers with unique products from manufacturers and merchants and bringing everything consumers need to make purchasing decisions into one place.

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