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Artaissance Makes Debut on Trump's 'Celebrity Apprentice'
National Online Art Retailer Featured on NBC's hit reality show

Atlanta, GA (January 15, 2008) – In our fast-paced consumer culture, businesses must get creative out of necessity. Artaissance, (www.artmystyle.com) the brand-new online art 'gallery' and newest division of Larson-Juhl, has learned that product placement is the name of the game. This high-quality online art retailer has landed the premier marketing package: a deal as the major artwork provider for Donald Trump's hit reality show "*Celebrity Apprentice*" that airs Thursdays on NBC.

Artaissance offers a wide variety of beautiful art, perfect for accentuating any interior. The majority of the artwork featured in the show's boardroom, war rooms, and other high-profile areas are provided exclusively by Artaissance, which allows consumers to custom-size art while selecting the art in the convenience of their home. Artaissance features more than 2,000 images provided exclusively by over 100 international and celebrated artists, many of whose works have been featured in this season's "Celebrity Apprentice." Additionally, Larson-Juhl, the world's premier framing and moulding manufacturer and a Berkshire-Hathaway Company, is the major supplier of frames for the program.

Artaissance, President and Chief Curator, Steve McKenzie, an artist himself, helped hand-select all images representing 17 different genres. From boardrooms to bedrooms, Artaissance provides the variety and quality to satisfy consumer's unique style for art. Launched in September 2006, Artaissance is available online and boasts more than 600 custom-frame retailers nationwide.

About Artaissance

Artaissance opens the online retail door to a whole new world for art lovers who appreciate value, convenience and breathtaking gallery-quality art adorning their homes. Curated by Larson-Juhl – a Berkshire-Hathaway company and the world's premier custom framing designer and manufacturer – Artaissance now features over 100 artists and an exclusive library of more than 2,000 exclusive images. www.artmystyle.com

About "The Celebrity Apprentice"

"The Celebrity Apprentice" is produced by Mark Burnett Productions in association with Trump Productions LLC. Mark Burnett, Donald Trump are executive producers, Eden Gaha and Page Feldman are co- executive producers.

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