

CSN Stores & Celebrity TV Designer Michael Payne Join Forces To Help You Kiss Your Boring Bedroom Goodbye

No. 3 E-Retailer of Home Goods Launches National “Big Bad Bedroom Break-Up” with \$10,000 Grand Prize

BOSTON, MA – February 26, 2010 – Has the flame burned out between you and your bedroom? If so, you might want to enter “CSN Stores’ Big Bad Bedroom Break-Up,” a national search for the person with the worst “relationship” with his or her bedroom. After the contest ends, Celebrity TV Designer Michael Payne and CSN’s Room Rescue Crew will help repair America’s most bitter bedroom relationship through a \$10,000, mood-boosting grand prize package.

Just for entering, contestants will receive a special coupon for 20 percent off any item in the new Michael Payne Collection, and a second 10 percent discount on the next purchase of any of the one million+ products offered on CSN Stores’ 200+ U.S. sites. The Michael Payne Collection includes contemporary and traditional furniture, rugs, mirrors and lighting that marry style with fun and elegance with affordability.

“Having a healthy relationship with your bedroom is an important part of leading a happy lifestyle,” said Mr. Payne. “After all, you begin the day and end it in the same way – in your bedroom – so a strong bedroom bond can go a long way. If you start to lose interest in this special space, you need to re-think the relationship.”

The grand prize package will feature a number of fashion-forward, Michael Payne finds from his partner brands including Lazar, SIS Covers, Barcelona Concepts, Foreign Accents, Shady Lady, Crystal Art Gallery, and Johnston Casuals. The winner’s outdated sleeping sanctuary will be transformed into a bold and bright space where he or she can relax and unwind in a world of design bliss. On top of the grand prize package, the winner will also receive an in-home consultation by Mr. Payne.

“Colorful and contemporary accents are turning into a big 2010 trend,” said CSN Stores’ Accent Furniture Category Manager Ryan Fitzpatrick. “Michael continues to push the design envelope to new and exciting levels with his collection and we’re excited to collaborate with him. The bedroom is one of the most important rooms in the home, and it deserves to benefit from Michael’s special designs.”

To enter the contest, people should log onto www.csnstores.com/bedroombreakup and briefly describe why they want to ‘break up’ with their bedroom and how their new, ideal bedroom would both look and feel. CSN is accepting entries today through March 31, 2010.

Mr. Payne and CSN judges will choose the contest finalists, asking them to submit a picture of their troubled bedroom as the second phase of the contest. The grand, second and third-prize winners will be announced in mid-May and the room relationship makeover will occur soon afterward.

The second prize has a retail value of \$500 and includes a one-of-a-kind, 2-panel bedroom divider autographed by Mr. Payne. The third prize is an elegant Michael Payne candle set and a \$200 Gift Certificate to CSNStores.com.

For more information or to arrange an interview with Mr. Payne or a member of the CSN Room Rescue Crew, please contact Dave Ladetto at dladetto@csnstores.com or 617.502.7008.

About CSN Stores LLC

CSN Stores LLC (www.csnstores.com) is a \$250 million, privately owned company, comprised of 200+ online e-boutiques providing unparalleled selection, great customer service and significant savings. According to Internet Retailer, CSN is the third-largest online retailer of housewares and home furnishings in the U.S.

Based in Boston, Mass., CSN offers more than one million products and serves customers in the U.S., the U.K. and Germany. CSN Stores include: AllModern.com, Cookware.com, Strollers.com, CSNBaby.com, Luggage.com, WritingDesksAndMore.com, RacksAndStands.com, CSNRugs.com, CSNMirrors.com, AccentFurnitureDirect.com, and many more.

About Michael Payne

Michael Payne is the original host and interior designer of HGTV's *Designing For The Sexes*. While attending UCLA, he gained design experience working with a Los Angeles-based design firm that specialized in high-end, international clients. He founded Michael Payne, Inc. in 1980, offering interior design services to clients on a national and international basis. He has licensing arrangements with various companies to design contemporary furniture, bedding, bedroom furniture, mirrors, lighting, sculptured wall art, architectural elements, and rugs.

In addition to *Designing For The Sexes*, Michael has been on many network and top-market TV and radio stations, and has been the featured speaker at several home shows, design events, museums, conferences, corporate events, and charity functions. He has also been the subject of newspaper and magazine articles across the United States and has authored the book, *Let's Ask Michael*. An avid runner, Michael has completed six marathons, numerous 10K races, and practices yoga.

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