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**New Motorized Closet System Lets
Builders, Remodelers, and Architects “Reclaim”
Inaccessible Storage Space for Homeowners**

Chatham, NJ, April 28, 2008 — Ask any building or design trade professional, and they’ll tell you that nearly every client’s wish list includes a desire for more storage space.

With its convenient rotating shelves and unique high-tech appeal, the RolloValet™ motorized storage system fulfills this need, allowing homeowners easy access to previously out-of-reach space with the touch of a button.

The appeal of RolloValet™ is its combination of simplicity and flexibility, according to Sophisticated Closets’ CEO Mary Speckhart. “It’s as easy to install as any appliance, with a sophistication that greatly appeals to the technology-savvy customer. Plus, with an aging Baby Boomer population on the horizon, RolloValet™ makes household items easily accessible for older or disabled customers.”

Available exclusively to the trade, RolloValet™’s unique rotating mechanism puts every shelf within easy reach, allowing designers to turn previously inaccessible areas into functional storage space. Each modular unit is available in a wide selection of hardwoods, styles, and finishes to complement any room or decorating style.

Speckhart, an engineer by training, originally conceived the RolloValet™ as a storage unit for women’s shoes. “I’ve always been intrigued by the mechanics behind everyday problems — for example, creating more storage space as my family grew.” An adoptive mom to three young children from Kazakhstan, Speckhart put her background in the dry cleaning conveyor industry to use to create a motorized storage solution for the residential market — one that could contain the clutter and maximize available storage space.

Applications for the RolloValet™ include every room of the house — from clothing and shoes to linens, DVDs and CDs, pantry items, cookware, home office supplies, tools, toys, and sports gear.

For further information on RolloValet™, call (973) 376-3456 or visit sophisticatedclosets.com to view a two-minute video of RolloValet™ in action.

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