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For Immediate Release:

## **overstockArt.com Issues Interactive New Catalog for Spring**

*The online retailer's latest catalog makes it easy and fun to browse the old masters alongside today's trends - on any device.*

overstockArt.com, the popular online retailer of hand-crafted art and archival quality frames, has released a new Spring Catalog for 2016. The online catalog illustrates a remarkable line of hand-painted fine art reproductions. The newest edition of this part of the retailer's blossoming repertoire both enhances and simplifies the shopping experience for home and professional decorators.

overstockArt.com's 2016 Spring Catalog rests upon a versatile, responsive, and intuitive platform makes browsing quick and painless. The highly-interactive flip-book allows users to magnify individual artworks and frames and selectively share their favorites. It seamlessly incorporates a live feed of prices, descriptions, and analyses for every piece. The catalog features richly colored, high quality photographs and links to all of the products featured, whether on your computer or on your mobile device.

Featuring hundreds of the most beloved hand-painted artworks curated from overstockArt.com's 10,000-plus selection, it is divided into various Art Collections, including choices from burgeoning contemporary artists in the 'Artist Become' collection, as well as a mixture of museum quality frames to best compliment your chosen works of art.

A true favorite among customers for some time now, the Luxury Line returns for another season. This entirely exclusive line of custom made artwork features gold, silver and bronze metallic leafing, which makes for a uniquely stunning look not offered anywhere else. Whether you're interested in making your Monet shine or elevating a Klimt to its authentically palatial status, the Luxury Line adds an elegant accent to their lovingly crafted masterworks.

The overstockArt.com 2016 Spring Art Catalog can be viewed online or offline:

1. Access the overstockArt.com 2016 Spring Art Catalog on your connected device at <http://www.overstockart.com/get-catalog>.

2. Download the PDF version for browsing anytime, anywhere:  
<https://view.publitas.com/15933/130908/pdfs/da969b3eoad69532a9aa4e35e3d345c5a720d57b.pdf>

“Our mission at overstockArt.com is to make shopping for art into a rich and fun experience, we achieve this by removing all the doubts from the buying process and enriching shoppers with a great shopping experience and ultimately a magnificent piece of art for their space,” said David Sasson, CEO of overstockArt.com. “The new catalog is organized via subjects and collections. It holds many of our newest arrivals along with exclusive collections and even our ‘Turn Photos into Hand Painted Art’ service.”

overstockArt.com had previously released a print catalog once annually, though the online retailer now updates their catalog four times throughout each year. “Using a digital catalog gives us an opportunity to create more seasonal versions of our catalog without the expense and waste of creating print catalogs,” stated Sasson. “It also allows our catalogs to be more current and up-to-date with our selection, which allows our customers to see the new products as soon as we start carrying them.”

Additionally, overstockArt.com has invested heavily in mobile apps to aid customers in decorating on-the-go and visualizing the art on their wall prior to purchase. overstockArt.com's apps allow art lovers to easily browse hundreds of oil paintings in the palm of their hand and view each selection in their own space. The app is available for free on iTunes and Google Play.

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About overstockArt.com:

Founded in 2002, overstockArt.com is one the web's leading distributors of high-quality wall art. With more than 100,000 wall décor combinations to choose from in stock at all times, the online retailer has one goal: to make it easy and affordable for people to transform their space with hand painted art. Recognized as a premiere shopping destination for hand painted fine art reproductions, overstockArt.com has expanded its offerings to include hand painted and hand carved decorative ceramic tiles and high-quality original canvas art prints. The company also owns and operates Artist Become (ArtistBe.com), the online community for contemporary artists around the world. overstockArt.com provides decorating assistance, custom framing, commercial decorating services, augmented reality tools to help people visualize the art in their space, and an interactive mobile app for iPad, iPhone and Android. Headquartered in Wichita, Kan., the retailer was named to Inc. Magazine's 2010, 2011 and 2012 Inc. 5000 lists, Internet Retailer magazine's 2012 Hot 100 list and 2011, 2012 and 2014 Second 500 Guides, and was recognized with the STELLAService Seal for Elite customer service. For more information, visit <http://www.overstockArt.com>.