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Contact: April Thibeault, AMT PR
212.861.0990
april@amtpublicrelations.com

**Online Global Boutique, CULTURAL ELEMENTS, Spotlights Indigenous Home
Décor and Accessories from Around the World**

Bringing Home Authentic Culture

New York City, NY (January 5, 2009) – Cultural Elements, the premier online global home décor and accessories boutique, today announced the unveiling of its much anticipated e-commerce store. Dedicated to discovering handcrafted, collectible treasures by artisans around the world, Cultural Elements helps transport far-flung personal history and cultural traditions into consumers' homes with the click of a mouse. This New York City-based company offers hundreds of exclusive, exotic imports from over a dozen different countries. By seamlessly integrating modern design and artisan production techniques, and a user-friendly website with a streamlined distribution strategy, Cultural Elements ramps up a profitable business while securing access to unique items at values only the Internet can allow.

With the recent deflation of the economy and the rise of "staycations," the President of Cultural Elements, Chandan Tolaney, believes now is the ideal time to open its doors. *"So many of us can't afford to travel worldwide right now so, we're helping bring the world to you! We're thrilled to be serving as the bridge between our consumers and talented craftsmen from across the globe."*

From antique reproductions true to the originals to their modern avatars, Cultural Elements' vast collection showcases just a fraction of its ever evolving catalog. Its home décor, furnishings, and accessories lines have all originated from foreign countries ranging from Syria, Turkey, South Africa, and Egypt, to Nicaragua, Peru, Italy, and Indonesia. Some products include: reverse glass painted items from Peru; hand crafted objet d'art tables embellished with a mosaic inlay from Syria; accessories embellishing the skilled art of elaborate Chinese motifs made from 11th century spinners' wheels; ancient art of "poetry on stone" from Rajasthan, India, on display on brilliantly painted marble pieces and coffee tables; and the rich Moroccan skill of placing fine patterns and designs with inlaid bones onto wood furnishings.

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In keeping with the company's environmentally-friendly philosophy, most products are eco-friendly, handcrafted, and made with natural fibers. "We refuse to settle when it comes to authenticity and high quality, organic matter as evident in our River Grass Collection," explains Tolaney. Deriving from river grass fields in India, the River Grass Collection is produced by handmade splicing, drying, weaving, and stitching, which results in stylish home accessories including adorned floor mats, decorative pillows, and table runners, to name a few. In 2009, Cultural Elements is slated to launch the Eco-Friendly Collection, a cornucopia of "green" home décor items such as all-natural furniture from Indonesia.

In addition to customer product reviews, the company's website provides an opportunity for users to get to know their purchases on an intimate level. Cultural Elements' online presence forms a community amongst its consumers and artisans from around the world by posting details about the products' origins, interviews with worldwide craftsmen, and home décor tips and advice from some of today's top interior designers. By coupling this with other online applications such as Facebook/MySpace sites, Cultural Elements' customers are able to share blogs, photos, and experiences regarding travel, cultures, and home décor.

About Cultural Elements, Inc.

An online retail business founded in late 2008, Cultural Elements is a full fledged ecommerce house based in New York City, catering to a clientele with a fine taste in home décor, home accessories and small furniture. Cultural Elements was created on an ideal of aesthetics combined with entrepreneurial zeal. The idea of embellishing the mundane with exquisite crafts and the cultures of the world was the company's driving force. As a native of New Delhi and a current resident of New York City, President and Founder Chandan Tolaney combines his deep knowledge of Indian travel and culture with his experience as a seasoned marketing professional and award-winning graphics/web designer. For everything else, visit <http://www.culturalelements.com>.

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