



Abodian is a Small Company with a Big Vision of Today's Economic Climate and Evolving Consumer

New storage-solutions company Abodian believes that starting a small business in today's dark and dreary economic climate is a risk worth taking. While the competition is holing up and waiting it out, Abodian is kicking its operations into high gear so that when consumers are spending again, they're ready for them. With modern sensibilities about being affordable, green, and socially responsible while offering a product range that is pretty darn cool, Abodian might just be on to something.

Issaquah, WA (June 1, 2009)— Starting up a small business in the midst of the largest economic recession in recent history might seem counter-intuitive. New Northwest-based storage solutions company Abodian, however, believes that opening their doors in this uncertain climate will be a beneficial risk with big paybacks down the line. They are taking opportunity of the economic slowdown to get a solid business and marketing plan in place, while also tailoring their offerings to address the wants and needs of the recession-minded, eco-conscious modern consumer.

President and CEO Jeff Bowlby explains that working to build a strong foundation for the business will yield stronger results when the market begins to turn around. "Starting up a company in the construction and home design industry when the housing market is in the shape that it is, and consumer spending is as low as it is, might seem like a scary proposition. But it really makes a lot of sense. Sooner or later people are going to be ready to spend money on their homes again. And when things ramp up, we'll be in a unique position within the industry to be able to meet their needs."

Abodian cabinets are shipped ready to assemble, either in fully custom incarnations or the pre-designed Loft Line, so homeowners that are willing to be a little bit DIY can cut costs on assembly and installation. They are also aligning themselves carefully with the green movement, recognizing that customers today care just as much about their carbon footprint as they do their bottom line. In addition to offering green core materials, FSC certified wood, low VOC-no HAPS finishes and no added urea formaldehyde, Abodian emphasizes that the quality and durability of their cabinetry contributes to its sustainability. Jeff remarks, "This isn't an investment that's in your home today and then in a landfill a year or two down the line."

Abodian is positioning themselves as a socially responsible company even beyond their environmental conscientiousness. They donate 1% of their gross profits to the Seattle-based Science and Management of Addictions Foundation, whose mission is to eliminate the disease of substance addiction in youth.

For additional information on the news that is the subject of this release, contact Kelsey Bowlby or visit www.abodian.com.

Abodian: *Elegant Storage Solutions. Simple Assembly.*

Abodian Inc. provides custom or pre-designed ready to assemble cabinetry that is high-design and high-quality while remaining affordable and carbon footprint friendly.

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