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**CLAYVALET GETS A MAKEOVER, NEW USEFUL FEATURES
Seattle startup improves online shopping for all**

(Seattle, WA)--Today, ClayValet (clayvalet.com), the first online personal shopping service, proudly debuts an improved site design and several anticipated features.

ClayValet enlists real people to personally answer user requests. The service caters to people who don't have hours to spend sifting through endless search results and comparing countless options.

Since ClayValet premiered in November 2007, hundreds of users tested the service and offered suggestions for improvement. The new design was based largely on user feedback, and ClayValet is now simpler to navigate and more pleasing to the eyes.

Users also contributed ideas for the following new features, which are now implemented on the site:

- **New User Tutorial:** The most common question heard at ClayValet is, "This is great! But how does it work?" Now, new users and anyone interesting in improving their shopping experience can learn how get the most out of ClayValet. A simple tutorial with clear instructions is now available on the homepage.
- **Search by Category:** Want to see what others are shopping for? All reports on ClayValet are available for public viewing. Now, these reports are organized categorically, so that users can easily scroll through similar types of reports and have more organized access to ClayValet's wealth of advice.
- **User Advice:** The more people use ClayValet, the more engaged they often become. ClayValet's comment posting feature gives users a new opportunity to further participate in the shopping process by contributing ideas and posting shopping suggestions to others.
- **MyShopper Specials:** Looking for a little fashion advice? Expert shopper Darcy Camden of ClayValet has you covered. Darcy is a professional personal shopper and wardrobe stylist, and she shares her fashion and shopping advice daily on ClayValet's MyShopper blog.

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- **Gift Finder:** ClayValet's Gift Finder is a great resource for anyone seeking a perfect birthday, anniversary, or Mother's Day gift. Users describe the lucky recipient (e.g. "gift for a 50 year old woman who loves listening classical music but is helpless with all electronic gadgets"), and ClayValet shoppers respond with a unique and thoughtful gift recommendation.
- **Bargain Finder:** ClayValet shoppers always find great deals, but particularly thrifty folks will enjoy the new Bargain Finder. Users describe the type of product they want to buy and set a maximum price (e.g. "I want a digital camera for under \$100"). If the deal exists, ClayValet shoppers will find it!

About ClayValet: At ClayValet, real people read your shopping requests and recommend great products. Within hours of submitting a request, you'll receive a detailed, unbiased report from knowledgeable shoppers. Most reports contain product reviews with price comparisons, summarized customer reviews, and buying information.

ClayValet is a 4-person startup based in Seattle, WA. The company was founded in January 2007 by Amazon alum Mikhail Seregine with the mission to simplify online shopping for all.

For more information on ClayValet's personal shopping service or its newly improved features, please contact Darcy Camden at darcy@clayvalet.com.

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