

ANNIE SLOAN UNFOLDED SIGNS ON AS FLEAQUEST.COM PREMIER PARTNER;
CREATES SPECIAL VISIBILITY FOR CHALK PAINT® BY ANNIE SLOAN STOCKISTS
ON FLEAQUEST SITE

CONTACT:

Kim Yeager

Marketing and Communication Director, KiNassauer.com

kim@kinassauer.com

612-227-8161

MINNEAPOLIS, MN — FleaQuest.com is pleased to announce Annie Sloan Unfolded, the U.S. distributor of Chalk Paint® decorative paint by Annie Sloan, as a Premier Partner, further solidifying the pair's mutual interest in helping to foster premier vintage shopping experiences.

FleaQuest, a boon to consumers and businesses alike, is the first comprehensive and interactive online guide of its kind. It includes flea markets, antiques and thrift shops, vintage sales, antiques shows and architectural salvage centers in all 50 states, as well as shopper reviews.

The deal creates a special web page on the FleaQuest site for premium-listed Annie Sloan stockists who also sell primarily vintage and antiques, as well as special green banners to identify them on the search pages pulled up by FleaQuest users. There are more than 450 retail stores offering the full array of Annie Sloan products, including Chalk Paint® by Annie Sloan, prized by DIY home decorators, hobbyists and professional artists for its versatility and ease of use.

“We are very excited to be able to highlight the stores of premium-listed Annie Sloan stockists on FleaQuest.com,” said FleaQuest Founder and Chief Executive Ki Nassauer. “These quality products are highly sought by those who love to shop for, and then refurbish, their vintage finds. And, of course, FleaQuest is the premier spot for retailers to list their stores, and for shoppers to find them.”

New Orleans-based Annie Sloan Unfolded oversees the manufacture, marketing, sales and distribution of Chalk Paint® by Annie Sloan, a specialty decorative paint that requires no priming or sanding. With markets in the United States, Canada, Australia and New Zealand, the company continues to expand locations and offerings through an ever-broadening base of small businesses that serve those who aspire to re-purpose, create and transform.

In addition to the dedicated Annie Sloan page and interactive banner listings, the partnership provides Annie Sloan Unfolded with home page logo placement and link and a sidebar link on the FleaQuest blog, as well as several scheduled mentions through email and social media.

FleaQuest, founded in 2013, is free to users. Qualified vintage, thrift, antiques and salvage retailers, as well as vintage sales and flea markets, may post their businesses for free. Premium listings — \$9.99 per month — are available to retailers and offer the ability to keep promotions timely and to market directly to shoppers. The upgrade comes with the ability to embed video and photo slideshows, change content and post an operating schedule and other useful, consumer-friendly details.

FleaQuest.com is designed responsively and can be accessed easily from a tablet or smart phone. It is also being designed as an app, which will enable the use of GPS to make finding vintage shopping even easier.