



**Press Contacts:**

Erin Walsh

Touchstone Home Products

415-786-2398

[ewalsh@touchstonehomeproducts.com](mailto:ewalsh@touchstonehomeproducts.com)

Caroline Ruggiero

Touchstone Home Products

510- 782-1282

[cruggiero@touchstonehomeproducts.com](mailto:cruggiero@touchstonehomeproducts.com)

## **ELEVATE YOUR ENTERTAINMENT EXPERIENCE WITH TOUCHSTONE HOME PRODUCTS NEWEST LINE OF TV LIFT CABINETS**

*Elevate TV Lift Cabinet by Touchstone Breaks the sub-\$1,000 Price Barrier*

**MILPITAS, CA January 20, 2010** – Touchstone Home Products is pleased to introduce Elevate by Touchstone, the home theater industry's first, sub-\$1,000 line of TV Lift Cabinets. This new TV Lift Cabinet category offers consumers an attractive and affordable solution for displaying and storing their plasma and LCD flat-screen televisions.

Designed with the cost-conscious consumer in mind, the Elevate line offers superior quality and style at an affordable price. Featuring patent-pending Turbo Lift technology in a finished wood cabinet, the Elevate can entertain or store your TV at the touch of a button. Designed to accommodate flat-screen televisions of up to 42", the cabinet's slim build and compact design will complement any room or décor.

"With the explosion in flat screen TV sales, more consumers than ever want smart and affordable storage options for their home entertainment area that fit their lifestyle and budget," said Touchstone Home Products CEO, Jeff Sheahan. "By leveraging our expertise and building both the cabinet and TV Lift in-house, Touchstone is able to deliver an exciting product that in the past was out of reach for most consumers. At \$1,000, Elevate is a major breakthrough in home entertainment that we believe will attract first-time and repeat flat-screen TV buyers."

Elevate enhances the overall entertainment experience and when placed end of bed, delivers the optimal viewing platform. Finished on all four sides, the Elevate TV Lift Cabinet is a versatile home entertainment furniture option that offers the right mix of style and function while maximizing space whether it's placed end of bed or in the living room or main home entertainment area. The Turbo Lift technology ensures fluid movement, raising or lowering the television in less than 40-seconds. Elevate TV Lift Cabinets come fully assembled, feature wireless remote control, a child safety security code, and has advanced integration features to give you full command over the cabinet.

Elevate is available in Espresso, Vintage Black and Antique Honey finishes, and is finished on all four sides. Optional storage cabinets, which can be used to house components and media, can be utilized as side cabinets or as bed-side tables. Storage cabinets can be purchased individually or as a set.

Elevate by Touchstone will be available online and in-store February 2010.

**About Touchstone Home Products**

Touchstone is a leader and pioneer in the design and manufacturing of TV Lift Cabinets. Founded in 2005, Touchstone offers the most complete line of TV lift cabinets in the industry with contemporary, traditional, and transitional styles. Touchstone offers TV Lift Cabinets for flat screen plasma and LCD TVs ranging from 32" up to 55". With solutions for the living room, family room, den, and the bedroom, Touchstone offers a model and style for every room in the house. Touchstone has expanded its offering of TV Lift cabinets with the introduction of its newest line, Elevate by Touchstone. To learn more about Elevate TV Lift Cabinets please visit [www.elevatetvlifts.com](http://www.elevatetvlifts.com). To learn more about Touchstone Home Products, please visit [www.touchstonehomeproducts.com](http://www.touchstonehomeproducts.com)

###