

Media Release – For immediate release

Perma-link: <http://www.jotadesigns.ca/news/2008-04-24-newsite.pdf>

Jota Designs Inc. launches new website

April 24, 2008 (OTTAWA) —**As the next phase in a number of marketing initiatives, Jota Designs Inc. launched its redesigned website today.**

The dynamic, bold, and freshly designed site (www.jotadesigns.ca) showcases the skills and talent of world-travelled principal industrial designers Joe and Tania Palazzolo and offers three portfolios outlining some of their most recent artful and timeless designs — kitchens, bathrooms, and renovations. In addition, the site provides clients with four design guides to help them through the renovation process, be it kitchen or bathroom remodeling, or larger-scale renovations.

“We’re very excited about the new launch. Renovations are generally a very stressful and confusing time for homeowners. We’re sure the web site is going to help our clients through the design process to ultimately make it a fun experience,” says Joe Palazzolo, Director of Jota Designs Inc.

Each project Joe and Tania works on is inspired by a strong sense of shared vision and collaboration, which is the cornerstone of their approach to working with and guiding clients. The website is also a product of Jota Designs’ collaboration with Ottawa-based web design firm SMDESIGN.

“It was an absolute delight to work with Joe and Tania on this project. Their attention to detail and strong design aesthetic made it easy to create a site that spoke to their qualities as designers and to the character of Jota Designs Inc.,” says Roger Martin, President and Creative Director of SMDESIGN.

About Jota Designs Inc.

Providing custom design services for residential projects throughout Ottawa and the surrounding area, the award-winning, full-service design firm is distinguished by its signature cultural sensibility, passion for design, creative expression, personal approach, and use of quality finishes and innovative materials.

About SMDESIGN

SMDESIGN is an Ottawa-based web development firm specializing in custom web development and database integration, web advertising, interactive Flash design, corporate identity, and complete print design services.

For more information, contact:

Joe Palazzolo
Director, Jota Designs Inc.
info@jotadesigns.ca
613.880.3375

Roger Martin
President and Creative Director, SMDESIGN
info@solutionmaster.com
613.825.8779