

Clutter Diet® Closet Solution Now Available at The Container Store®

Austin, Texas – August 2, 2007 – Clutter Diet®, the premier Austin-based online organization program, announced today that **The Container Store®** would carry on their shelves Clutter Diet's **Simple Division® Garment Organizers**. The Simple Division® closet organizing solution, developed by Professional Organizers, allows individuals to organize their clothing like a pro.

"We are delighted to have our company represented on the shelves at The Container Store," said Lorie Marrero, Certified Professional Organizer®, Creator of the Clutter Diet and "Chief Executive Organizer" of the company. "We have used the Simple Division Garment Organizers professionally for years, and now it will be more available for everyone to take advantage of it." The garment organizers come with 60 bilingual labels, are specially balanced not to spin around on a closet rod, and are much easier to label than traditional round rack dividers. The packaging includes valuable tips and a handy closet maintenance calendar to show how to stay organized throughout the year. This solution helps people to find things quickly, make better wardrobe purchases and choices, enable anyone to put away clothing, and manage varied clothing sizes.



"This opportunity allows Clutter Diet yet another way to extend the ability to become organized to everyone," said Marrero. "We are seeing an increased interest in Clutter Diet's online program and solutions. Not every person can afford to hire a Professional Organizer. Clutter Diet provides solutions the average person can afford."

It's getting more difficult to be organized in today's fast-paced world, and it's also becoming more important to consumers. Last year Americans spent \$7 billion dollars on organizational products. The National Association of Professional Organizers (NAPO) claims that Americans spend 55 minutes a day looking for things they know they own but can't find. In fact, according to a 2005 Rubbermaid survey, American women would rather organize their closets than lose weight!

About Clutter Diet®

Clutter Diet® is an innovative, affordable, online home organizing program that enables people to get and stay organized with weekly project plans, video tutorials, a knowledge database, a supportive member community, and direct access to a team of Professional Organizers who provide online consulting. The program provides education, motivation, and support, without the cost of hiring a Professional Organizer in person. Clutter Diet provides a place for members to "weigh-in" with their personal progress and get questions answered quickly by professionals.

Clutter Diet, Inc. is privately held and headquartered in Austin, Texas. Clutter Diet's sister company, LivingOrder®, provides organizing services in person to the Austin and San Antonio region. For more information please visit <http://www.clutterdiet.com> and <http://www.livingorder.com>.

Media Contact:

Clutter Diet, Inc.
512-301-2426 x75
media@clutterdiet.com