



For Immediate Release
Contact: Daniel Hager
Operations Associate
HouseWall Garage System Inc.
Tel. 305-817-9881

**HouseWall Garage System
Announces New Management Team to Insure its
Growth and Fulfill its
“Excellence in Everything”
Goal**

Hialeah, FL. October 4, 2007 – HouseWall Garage System, a Hialeah, Florida-based market leader in Garage Redesign and Organizational Solutions, today announced a series of promotions and a new management structure, aimed at improving its already high level of customer satisfaction, support and supplier relations. Additionally, these changes are intended to bolster its already thriving Franchise Network according to Eric Kim, HouseWall’s new Chief Executive Officer.

Mr. Kim said, “At HouseWall we understand that in addition to the economic value added to our customers’ homes through the investment in our vast product offerings, there is an additional value and benefit to be gained in our continued improvement of our customer, supplier, and overall employee relations”. To that end, HouseWall is pleased to announce the successful transition to our new management team, via the following appointments and promotions, all of which are effective immediately.

Eric Kim, who leads HouseWall as its new Chief Executive Officer, brings with him over a decade of industry leading banking and investment strategy expertise. Kim, ever focused on HouseWall’s proven staying power with the goal of providing “Excellence in Everything” that HouseWall undertakes, has become the driving force behind the company’s continued improvement in all aspects of the supply chain which it serves. From Homeowner to Franchisee, including its valued suppliers, Kim’s desire to provide excellence and value has become the presiding mantra of the company.

MORE>>>

HouseWall Garage System Announces New Management Team to Insure It's Growth and Fulfill It's "Excellence in Everything" Goal

Steven Sharloe, continues his expertise in sales and marketing to HouseWall as our Vice President. A pioneer in the field, Sharloe has taken his passion for functional wall storage to a new level; holding a US Patent for that very application. Sharloe, the company's leading sales executive, further applies his zeal for his work by leading the way in innovative storage solutions, training of franchisees, as well as marketing the HouseWall brand.

Tony Escudero, with over 25 years in retail and warehouse operations, has grown with HouseWall as our Warehouse & Logistics Manager. A model of warehouse efficiency Escudero prides himself on his value added work practices. In addition to his involvement in inventory control and supplier relations, he finds time to be a mentor to our staff of professional installers and warehouse operators.

Brett Hollander, the Company's newly appointed Operations Manager and the most recent addition to the HouseWall management team, is a former franchisee and state licensed General Contractor, who is admirably qualified for this newly created position. Brett clearly understands the importance of superior customer satisfaction delivered through a level and quality of service expected from those discerning customers who invest in the HouseWall brand. Hollander works closely with the Design and Installation teams in order that he may continually solidify and enhance our reputation of unparalleled quality control. He oversees all installations of both franchisees and corporate network related projects.

About HouseWall Garage System:

Based in Hialeah, Florida, HouseWall leads the garage redesign and organization industry and has been in business for five years. The Company has franchise operations throughout Florida, Missouri, and Tennessee, which offer the latest in garage redesign and organization solutions while increasing the value and functionality of our customers' homes.

HouseWall also offers great career and franchising opportunities for those who are as passionate about this industry as we are. It is our mission to continue to exceed in all aspects of customer, supplier, and employee relations through the execution and delivery of sound business practices and a family of quality product offerings.

To view our extensive product line, please visit us at www.housewall.com. Further inquiries can be sent to info@housewall.com.