

## NEWS RELEASE.....

Contact: Mary Joyce, Nicayla Enterprises, Inc.  
248.488.1083

**FOR IMMEDIATE RELEASE**

### **Choice Artwork's Motto is "You Choose" – They proved they were serious about it with the launch of [www.choiceartwork.com](http://www.choiceartwork.com)**

**Farmington Hills**, Mich., March 1, 2005 – Choice Art Work is thrilled to launch their new site: [www.choiceartwork.com](http://www.choiceartwork.com). With close to a quarter of a million art posters and prints, Choice Art Work sets itself apart from it's competition by offering quick and easy search functions – by title, keyword, artist and description.

#### **About the Choice Art Work**

Choice Art Work was founded in 2004 to service the online community interested in purchasing quality art décor at discount prices. Frustrated with the inability to find what they needed on other art sites, Choice Art Work engaged with Nicayla Enterprises to create a website driven by a powerful database to make the visitor experience pleasant and efficient. Choice Art Work allows the user to find a poster or art print by browsing through categories, by artist – or by any type of search imaginable. They offer the ability to frame, glaze and/or mat each of the artwork pieces. The combinations and selections are infinite.

"We have invested in the most technologically advanced site possible –we are certain that it pay itself off. The site is the first step – we are now ready to market the site and listen to our visitors feedback"

#### **About Nicayla Enterprises, Inc.**

Nicayla Enterprises, Inc. specializes in developing interactive web applications geared towards online customer relationship management. Nicayla's eCommerce engine "eSavvy Commerce" was customized to create the Choice Art Work website. The development team adheres to strict software development processes and testing. Nicayla Enterprises, Inc. are the owners of [www.esavvymarketing.com](http://www.esavvymarketing.com) and The Michigan Business Directory [www.michiganbusiness.us](http://www.michiganbusiness.us). Visit Nicayla's website at <http://www.nicayla.com>.