

FOR IMMEDIATE RELEASE



## Announcing the Public Release of Arlo/Artists: [Arlosites.com](http://Arlosites.com)

**NEW YORK/SAN FRANCISCO (August 2009)** -Ay Are Tee announces the launch of Arlo (arlosites.com), a suite of hosted web publishing applications tailored for specific use cases like building an artist portfolio site, running an art gallery, growing a band's audience or promoting an author's work.

The first public Arlo product is Arlo/Artists, the easiest and most affordable way to build a great-looking portfolio site. Arlo/Artists offers handsome themes, custom domains and a dynamic template system to design an entirely custom website, taking advantage of Arlo/Artists' user-friendly management interface. Several hundred of the artists on Artlog.com, Ay Are Tee's leading art community site, shaped Arlo/Artists by providing feedback on the challenges facing artists marketing their work. The result is one of the best systems available for building an attractive and functional professional portfolio website, whether you are a master of HTML/CSS/Javascript or just barely email literate.

Users receive unlimited image, sound and video uploads, multimedia portfolios and blogs through a clear interface that keeps focus on the organization and promotion of their work. Additionally, users can easily connect with the Artlog.com community as well as directly post work to Facebook and Twitter. Users can even login into their accounts through Facebook Connect.

Arlo/Artists is also extremely affordable at \$100/year (discounted further for schools and partner institutions) with no additional costs such as setup or monthly hosting fees.

### **About**

Founded in 2007 by Dylan Fareed and Manish Vora, **Ay Are Tee** is an art and design technology company providing technology and marketing services for artists and institutions. Based in New York City and San Francisco, AY Are Tee's subsidiaries include **Artlog**, a nationwide cultural events calendar, and **Arlo**, a suite of hosted web publishing applications.

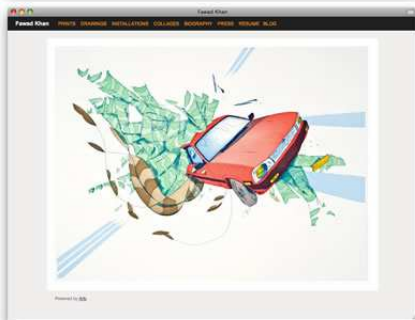
Artlog is the fastest growing cultural events directory and weekly newsletter providing users with unique access to exhibitions, special events, art crawls and parties. Artlog has over 200,000 visitors featuring events for over 150 major museums, art fairs, galleries and cultural institutions. For more information, visit [www.arlosites.com](http://www.arlosites.com) or [www.artlog.com](http://www.artlog.com)

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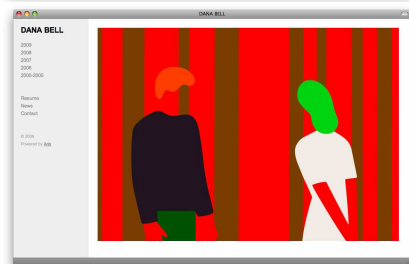
## Arlo is radical web software: User Testimonial



"Working with Arlo has revolutionized the way I approach using and publishing a website -- it is a superb way to present clean, intuitively designed portfolios and contains an incredible archiving tool on the back end. That, and it is incredibly simple and fast to upload, design, and share."  
– Jesse Chehak (<http://www.jessechehak.com/>)



"Building a site on Arlo is not only an intuitive process, but it also allows your portfolio to shine. There are more than enough options to really make your site unique and best of all, it saves a lot of time."  
– Fawad Khan (<http://fawad.arloartists.com/>)



"Arlo is a simple, easy to use tool for artists and gallerists alike. It is a virtual gallery showcasing what you most need to showcase in an elegant and uncomplicated way."  
– Dana Bell (<http://danabell.com/>)

To learn more about Arlo's features, visit these select Arlo/Artist portfolios:  
<http://sethwulsin.arloartists.com/>, <http://diane.arloartists.com/>, <http://ericabrowne.com/>,  
<http://caroline.arloartists.com/>

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