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DESIGNER ERIC PFIEFFER TAPS ECHOSIGN: GOOD FOR BUSINESS AND FOR
THE ENVIRONMENT

-- Uses EchoSign for Paperless Office to Save As Much as 20 Tons of Wood
Consumption Per Year --

PALO ALTO, Calif., June 27, 2006 – Acclaimed West Coast designer Eric Pfeiffer turned to EchoSign as a way to simplify his business life, leveraging its web-based service to manage his contracts and invoices and to enable clients to quickly approve projects with its e-signature capabilities. Pfeiffer strives to be environmentally sensitive with design and materials, and EchoSign enables him to greatly reduce his paper consumption with a “paperless office.”

In the world of design, Eric Pfeiffer, 36, is a rising star. His Oakland, California-based company, Pfeiffer Design Lab, creates contemporary furniture, housewares, toys and lighting. Within one year of opening his first company in the mid 1990s, the San Francisco Museum of Modern Art (SFMOMA) selected four of Pfeiffer’s pieces for their permanent collection

But building his businesses has proven in many ways more of a challenge than designing his interiors and furniture. “It’s important to me to do what I do best -- stay creative, and not spend my time chasing down paperwork and nagging my clients. As soon as I found EchoSign, it changed my business – by radically simplifying it,” notes Pfeiffer. “My clients can approve all my projects in seconds, online. And all of my invoicing and contracts have gone 100% electronic with EchoSign.”

“Just as importantly, EchoSign matches my design aesthetic. We strive to bring order, calm and a bit of modern flair to everyday design – and to be environmentally sensitive with our materials and designs. EchoSign does just that for us – it elegantly helps us sign and track all our documents and paperwork in just seconds, using only a web browser. And EchoSign not only saves us a ton of time and money – by eliminating the need to print, sign, mail, and file - but it’s had a larger impact on our goal of being carbon neutral,” said Pfeiffer.

“Not only does EchoSign save on time and frustration, but as much as 10 tons of solid waste and 20 tons of wood consumption per company per year,” according to Jason Lemkin, co-founder of EchoSign.

EchoSign supports a carbon-neutral work environment, meaning not generating paper, and offers its core paperless office platform free to all users. Registered non-profit organizations focused on ecology, the environment, and clean technology are also offered free enterprise EchoSign accounts as well.

Launched in 2006, EchoSign has quickly taken off as a way to instantly eliminate the headaches – and environmental impacts – of paperwork. With just a web browser, two or more people anywhere in the world can instantly sign any document at any time.

About Eric Pfeiffer

He started his eponymous design studio Pfeiffer Lab with the goal of exploring the design and future of everyday objects in our everyday lives. Quickly after founding his business, the Gap, Levi's, North Face, William Sonoma, and Hold Everything tapped him to design their store interiors, fixtures and products. Since then, his designs have since been featured in Design Within Reach, Target, Crate and Barrel, the New York Museum of Modern Art, Board, and The Container Store. Pfeiffer recently co-authored the book, "Bent Ply: the Art of Plywood Furniture."

About EchoSign

The EchoSign Basic service is free, enabling users to exchange an almost unlimited number of documents with others, and to store the last 20 documents in their account. With the EchoSign Pro service (\$12.95 per month), 1,000 documents can be automatically stored online. EchoSign Enterprise at only \$19.99 per month provides companies with a branded experience, specialized compliance capabilities and hierarchical accounts. Available immediately at www.echosign.com, EchoSign can be instantly deployed, with no software to install.

EchoSign's mission is to dramatically simplify the document exchange and management experience for businesses worldwide. EchoSign provides a secure AJAX web client that makes the process of getting documents signed painless. More information and the service are available at www.echosign.com, or by calling 650-352-5454.

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