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PRESS RELEASE

COO Named Amidst Disorder and Confusion

LOS ANGELES (SEPTEMBER 1, 2006)

LOS ANGELES (September 1, 2006) – To help clean up the mess inherent in the chaotic Los Angeles lifestyle, John Trosko of OrganizingLA has named himself the Southland’s Chief **Organizing** Officer (COO).

“I have a mission: minimize clutter and maximize space, time, and beauty,” said organizing and lifestyle consultant John Trosko of OrganizingLA. “If your garage has turned into the Land of No Decisions, we’ll work together to create systems, throw out the trash, and neatly organize the chaos. And if your home or business has become a bedlam, we’ll take charge and turn it into an organized haven of comfort.”

Founded by John in 2004, OrganizingLA is a Los Angeles-based organizing and lifestyle consulting company that caters not just to Hollywood’s elite but also to the everyday, on-the-go folks who keep Hollywood running. His reputation for finding creative solutions to even the most difficult organizing challenges has quickly taken him to the top of his profession. With his vision, passion, and skill, John is fast-becoming the organizer of choice for Hollywood housewives, L.A.’s glitterati, and empty-nesters with baggage to boot.

John’s organizing agendas are not limited to those with the in-home advantage. Through his influential blog, www.OrganizingLA.com, John supplies time-saving tips and organizing strategies for readers with discerning palates and full lives. The blog explores such topics as organizing living space, increasing productivity, killing clutter, and reducing anxiety precipitated by Los Angeles’ exhilarating pace. His blog has inspired a Southern California movement, leading to lifestyle organization stories in the *Orange County Register* and on MSNBC.com. He and his organizing prowess are profiled on Lisa Joyner’s “It List” for KCBS-2, and he has been featured in such diverse publications as the online ‘zine *DailyCandy*, the *Los Angeles Times*, *Estates West Magazine*, and *Frontiers Newsmagazine*. Readers of *Apartment Therapy*, *Décor8*, *Delight*, and *Yahoo! Technology News* have also become hip to John’s organization strategies.

Known as a lifestyle guru, John has been launched to the top of his field, most recently receiving acclaim from his professional peers.

“John Trosko’s dedication to increasing our professionalism, particularly through communication and leadership, is endless,” said Chris McKenry, President of the National Association of Professional Organizers, Los Angeles Chapter. So dedicated is John that he was honored in January 2006 with NAPO Los Angeles inaugural Raising the Bar Award, given to the board member who went above and beyond the call of duty to raise the professionalism of the chapter and the organizing industry.

“It doesn’t end there,” said John, the Chief Organizing Officer. “Looking forward, my goal is to organize the entire Southland, one gourmet kitchen, butler’s pantry, gift-wrapping room, art studio, and three-car garage at a time!”