

++++ Press release +++++



DESIGN YOUR HOME brand ROOMOX has partnered with Amazon Prime

London / Berlin, 8 March 2016 - For the first time in Germany, ROOMOX products are now available via the premium service Amazon Prime. This strategic partnership with the world-famous American listed market leader in online retail, now allows for rapid settlement of orders with guaranteed delivery times.

The Amazon Prime service offers subscribers fast and free delivery of ordered products within 24 hours. However, in many parts of Germany delivery can take place on the same day.

In addition, this partnership gives ROOMOX an even stronger market penetration, since a wider audience can be reached via the customer base of Amazon.

The brand has been in existence in the European market for home & living products since 2014. The British ROOMOX is a brand of more than six additional designer furniture brands of the Swedish DESIGN YOUR HOME Holding AB.

Armin Dartsch, CEO of Design Your Home Holding, says: "With Amazon Prime, we have taken a further step to an even greater market reach. We are proud of the partnership between ROOMOX and Amazon, and this is proof of our previous excellent relations with Amazon Europe."

The past fiscal year was the most successful in the history of ROOMOX. ROOMOX has significantly increased its European sales by over 345 per cent in 2015 compared to the previous year.

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Armin Dartsch continues: "Our products are very popular in Europe and with the shipping via Amazon Prime, we expect a significant increase in sales this year."

About ROOMOX:

All ROOMOX products are designed in London and "made in Germany", as they are produced in Berlin and shipped from there throughout Europe."

The www.roomox.com website offers ROOMOX beanbag and home accessories in eight languages. The popular ROOMOX designer office chairs, which can also be ordered via Amazon Prime, are another new addition.