



DEATH & TAXES

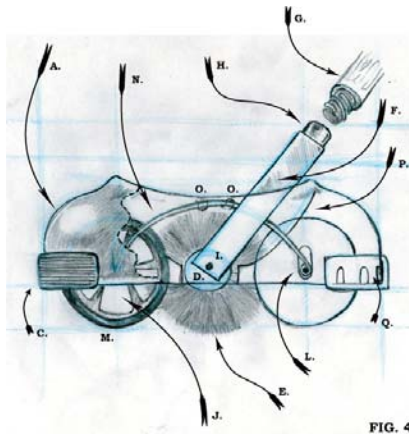
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ARTISTS NEARLY “CLEAN HOUSE” WHEN THEY FILE THEIR FIRST PATENT: A MECHANICAL FLOOR SWEEPER AND DUST “REORGANIZER”

Art/Life corporation, Death & Taxes, Inc., proves that innovation isn't always driven by economic 'wants' and 'needs'.



A technical schematic of the company's newest invention: the Mechanical Floor Sweeper and Dust Reorganizer and Redistributor.
(c) 2006, Death & Taxes, Inc.
patent pending.

OAKLAND, CA -- The art/life corporation, Death & Taxes, Inc., announced its first provisional patent application today for a device that effectively *moves* your dirt around the house. The founders of the company, conceptual artists Isabel Reichert and Sean Fletcher, claim they have vastly improved the design of non-motorized mechanical floor sweepers by removing the lid and allowing the dust to be freely redistributed throughout the room. The provisional patent is officially effective on September 11, 2006, and allows the artists to use the phrase “patent pending” when exhibiting their invention.

This is the first of a few novel inventions the artists have been working on since the formation of their unique company earlier this year – a company whose chief responsibility, they say, is keeping them alive. “Expect that the Mechanical Floor Sweeper and Dust Reorganizer,” reports the company’s CEO, Isabel Reichert, “will be followed by more ingenious inventions that aren’t necessarily designed to make the world a more productive place.”

Reichert, along with her husband and frequent collaborator, Sean Fletcher, launched Death & Taxes, Inc. on January 3rd in part to create an artistic metaphor for business practice by applying a corporate methodology to their every day lives. The two artists have been orchestrating conceptual “life/art” projects for more than a decade, working both collaboratively and individually. These projects have taken them from courtrooms to soup kitchens to Republican Party Committee meetings.

For the past eight months they’ve been struggling to find a way to turn their edgy conceptual art style into a profitable business enterprise. In addition to trimming their already lean family budget, and negotiating deals with other companies, they’ve been meeting with their corporate attorney, their accountant, and their 15 member professional board of directors to help them manage their income and deficit and to live more gainfully.

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So far they've managed to get corporate discounts for a three month supply of Savarin coffee, market and sell their company's quarterly financial reports (which they've turned into an art/literary journal), and dramatically increased their company's branding by joining the chamber of commerce – to name just a few of the unorthodox approaches they've taken to pursue the creation of a new form of avant-garde art. More examples can be found on their company's website: www.mydeathandtaxes.com

"I've been very pleased with their progress so far," admits Lisa Melandri, a marketing sub-committee member of the company's board of directors and the deputy director of the Santa Monica Museum of Art in southern California. "They're doing some really innovative things that can only help them become profitable faster."

Death & Taxes, Inc. launched January 3, 2006 – the first business day of the year. Should the enterprise fail to turn a profit, the company's CFO and co-founder Sean Fletcher says they will dissolve the company on December 31, 2006, "to avoid the corporate tax that would otherwise be due after the first year of operations."

Other art-life projects that Fletcher and Reichert recently collaborated on include *Paparazzi Photographs*, where the artists contracted a paparazzi photographer to follow them for a day, *Selling Yourself and Not Your Art*, which involved hiring a Dale Carnegie instructor to coach artists on the business etiquette of marketing their wares; *An Interview with Robert Barry*, where the artists interviewed the 1960s artist over the telephone as part of a short-range radio broadcast *Therapy*, which involved using a couples counselor to facilitate a 40-minute session to help mend the relationship between art and its audience.

To learn more about the project and track its progress, visit www.mydeathandtaxes.com.

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