

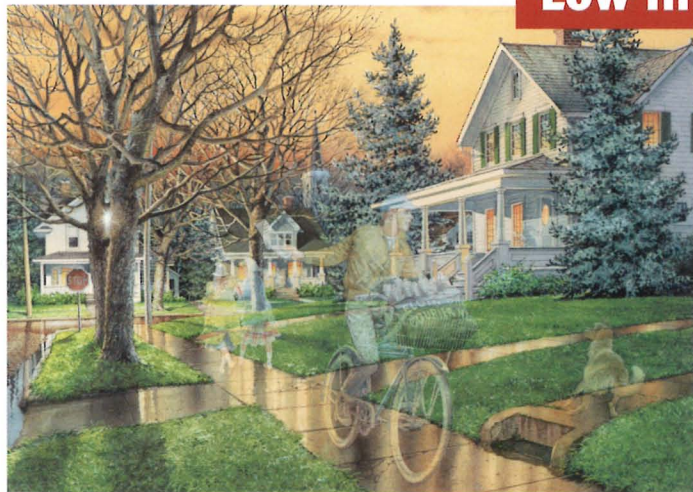
Charles Peterson named "Artist To Watch In 2000"

The following is reprinted from the December, 1999 issue of *USArt* magazine, Sara Gilbert, Editor.

When we called Mark Quale of The White Door Publishing Company to tell him that we were naming Charles Peterson an Artist To Watch In 2000, he was understandably confused. After all, the 72-year-old artist has been publishing prints for more than 15 years. He was elected to our Hall Of Fame in 1996. He's consistently voted among the most popular artists of the year, and his prints sell out faster than almost anyone else's in the industry (at the time this issue went to press, 67 of Peterson's 70 total prints were sold out). It might seem that we're almost a decade behind the eight ball with this choice.

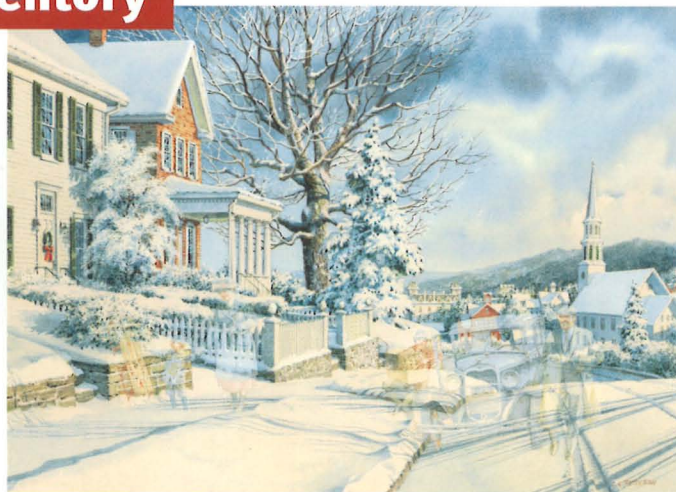
But this selection has as much to do with the publisher as it does the artist. Earlier this year, Quale sent us a copy of the letter he had sent to the artists he published. That succinctly but directly written letter released everyone but Peterson from their contracts with White Door . . . By concentrating only on Peterson, Quale can make the most of his marketing moxie. And that intrigues us. While we don't expect Peterson's work to change, we do expect to see it promoted differently. And with an artist as established as Peterson, that could have a remarkable effect on both his collector base and the industry in general. That's why we think that he, and Mark Quale, are worth watching as we head into 2000.

Low Inventory



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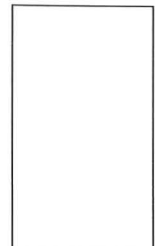


To Grandmother's House

Collector Edition ■ 3000 s/n ■ 19 x 26 ■ \$195
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OPEN HOUSE

Fine Art Limited Editions from Charles L. Peterson and The White Door Publishing Company



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