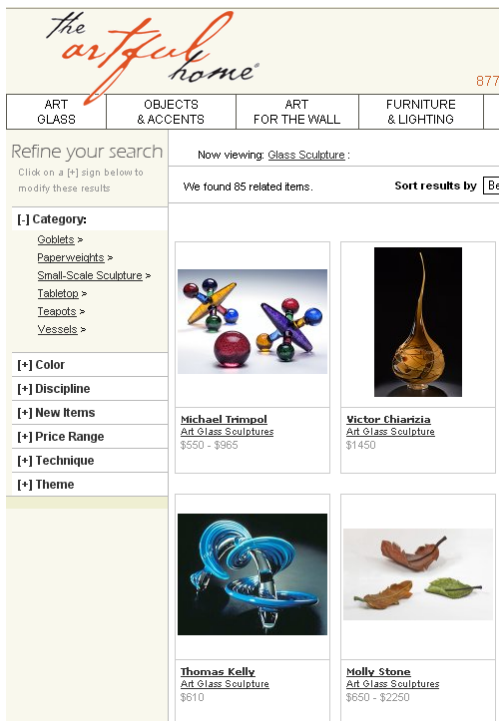


Birthing and Raising an eBusiness in the Arts

*Toni Sikes,
Founder and CEO, www.guild.com*



Toni Sikes drives the vision and strategy of The Guild. Her commitment to helping artists market and sell their work has made The Guild the leading U.S. retailer of original artwork. Identifying a need for artists to reach new audiences, she founded The Guild publishing company in 1985 as a way to connect artists with architects and interior designers. Recognized as the industry standard, Guild Sourcebooks have spurred thousands of new art commissions around the world. In 1998, Sikes launched guild.com to market the work of artists to consumers. Today, The Guild presents the work of more than 1,200 artists through its award-winning website and direct-to-consumer catalogs.