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## **FOR IMMEDIATE RELEASE**

### **E-Commerce Remains Strong With an Increase in Holiday Spending. Continued Growth Projected for 2010!**

January 13, 2010 – Westlake, OH – E-commerce has continued to rocket its way forward throughout 2009 reporting year-over-year growth rates hitting the mid teens according to many reports. Consumer e-commerce spending for the holiday and post-holiday season-to-date was roughly \$25.5 billion, nearly a 4% increase over 2008, even in what is called a tough retail environment. Cyber Monday, November 30th, boasted sales that totaled \$887 million dollars<sup>1</sup>.

AspDotNetStorefront shopping cart e-commerce customers continue to experience the same upward trends. With over 36 months of usage, Phillip Kellogg of Daffy Apple states: "We moved to the AspDotNetStorefront system 3 years ago. We doubled our internet sales each of the first 2 years and this current year [2009] we are up an additional 70%. Because of the architecture and the search engine [SEO] friendly pages, our visibility on the Internet drove this sales growth. Switching to AspDotNetStorefront was a great move, and it blew our prior home grown e-commerce system out of the water in terms of performance and driving sales."

Another customer, Jeff Rein, of PoolPartsOnline.com said: "Year after year we have seen constant enhancements from AspDotNetStorefront....Year after year we have achieved steady double digit percentage increases with AspDotNetStorefront....And year after year we are thankful for the decision we made in 2004 to choose AspDotNetStorefront as the new ecommerce platform for PoolPartsOnLine.com".

Cables for Less, a customer of AspDotNetStorefront for over 36 months, reports in 2009 a 57% growth in orders alone! "Let me start by saying this: We did a study when we had to switch shopping carts recently and wanted to make sure we used THE BEST shopping cart on the market. We reviewed every imaginable cart with a cost range of free to \$70,000. We found that AspDotNetStorefront is THE BEST product out there – perfection at its best" states Robert Plummer.

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<sup>1</sup> Wintry Weekend Boosts Online Holiday Sales in Final Shopping Weekend of the Season, ComScore, Press Release, December 22, 2009, <[http://comscore.com/Press\\_Events/Press\\_Releases/2009/12/Wintry\\_Weekend\\_Boosts\\_Online\\_Holiday\\_Sales\\_in\\_Final\\_Shopping\\_Weekend\\_of\\_the\\_Season](http://comscore.com/Press_Events/Press_Releases/2009/12/Wintry_Weekend_Boosts_Online_Holiday_Sales_in_Final_Shopping_Weekend_of_the_Season)> (accessed January 5th, 2010).

Developers as well have been raving about continued steady growth within the e-commerce industry. “We’ve had a good year and have seen growth. It seems the economy is staying flat for some but growing for many like ourselves in the e-commerce space, focusing on providing customized solutions based on the AspDotNetStorefront shopping cart software platform,” stated Chris McKellar of Vibe Commerce.

*Retail businesses not online in 2010 are foregoing a 100+ Billion marketplace* which is growing year over year<sup>2</sup>. Businesses in nearly every industry can leverage AspDotNetStorefront's state-of-the-art product merchandising features and near-limitless extensibility to grow sales by providing a world-class online shopping experience to customers, while advanced, intelligent SEO features can enhance visibility organically, allowing businesses to out-reach competitors and reduce traditional search engine marketing costs at the same time.

The AspDotNetStorefront e-commerce platform includes powerful, high performance, full-text product searching, helping shoppers find what they are looking for faster and keeping them anchored to your site. Additionally, AspDotNetStorefront will intelligently build related products as shoppers browse your site and display them on your product pages, allowing merchants to effortlessly increase upsell percentages and capitalize on cross-marketing opportunities.

“If the economy as a whole has seen a dramatic slow-down it has not been present within the ecommerce sector. AspDotNetStorefront sales continue to climb, as do the number of AspDotNetStorefront powered sites and partners. We are very proud to continue to provide a top notch product with the customer service and support to back up one of the most feature rich ecommerce platforms available” states Lisa Van Kuren, AspDotNetStorefront Marketing Manager. “eCommerce customers should take advantage of this powerful medium to propel and drive sales within 2010.”

With the continued growth of the AspDotNetStorefront platform, e-commerce will continue an upward climb in 2010. Will your ecommerce site be one of them? The AspDotNetStorefront ML eCommerce shopping cart software is available starting at \$1,295 at <http://www.aspdotnetstorefront.com>. Full source code is available for developers. For information about AspDotNetStorefront, contact sales at (602) 490-0243 option 2 or email [sales@aspdotnetstorefront.com](mailto:sales@aspdotnetstorefront.com). Multi-Store version also available. Developer discounts, and reseller discount license bundles available.

## **About AspDotNetStorefront**

AspDotNetStorefront.com, a division of Discovery Productions, Inc., is a privately held company headquartered in Westlake, OH that provides [online e-commerce shopping cart software](#) for over 10,000 merchants and over 6,000 developers and DevNet partners. For more information, visit <http://www.aspdotnetstorefront.com> or call 602-490-0243, x2.

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<sup>2</sup> Estimates based on information provided by the U.S. Census Bureau, Quarterly Retail E-Commerce Sales, 3rd Quarter 2009, U.S. Census Bureau News, November 18th, 2009, <<http://www.census.gov/retail/mrts/www/data/pdf/09Q3.pdf> > (accessed January 7th, 2010).

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