



FOR IMMEDIATE RELEASE:

ThisIsMyStore.com – The place to shop™ Launches

More convenient way to shop online

NEW YORK, September 13, 2005

Attention internet shoppers: Now you only have to remember one website whenever you feel like shopping online. Introducing ThisIsMyStore.com.

ThisIsMyStore.com provides a single website to link users to sales and websites of national retail stores, smaller retail stores, and online-only stores. ThisIsMyStore.com eliminates the need to manually type, possibly incorrectly, the individual names of store websites each time a consumer wants to search or make a purchase at that store. It also reduces the need to create multiple bookmarks/favorites that can sometimes be inefficient and time consuming to maintain and use.

When consumers use ThisIsMyStore.com, they can choose sale items or simply click-through to their favorite stores. Richard Kuper, creator of ThisIsMyStore.com explains: "When shoppers click on a store button on the main page of ThisIsMyStore.com, they are presented with a customized page highlighting that store's current circular and/or website promotions, such as sale items, merchandise discounts, free shipping, etc."

Forrester Research, in a May 2005 report, said that the increase in Consumer broadband connections has "helped consumer preferences shift from traditional print sales circulars to online channels." According to an article in the December 2004 issue of Inc. magazine, in a survey of 2,500 adult consumers nationwide, more than three fourths said company size was not a factor in having their online shopping needs satisfied. More and more shoppers are skipping the hassles of trying to find a parking spot and dealing with the crowds, and doing more of their shopping online. ThisIsMyStore.com fulfills the need of all these consumers by providing one convenient place to find current sales and offers from leading national chains, smaller retailers, and online-only stores.

ThisIsMyStore.com is continuing to expand with the inclusion of more web and retail store listings and links. The website also encourages users to submit requests for their favorite stores to be added.

For more information, go to ThisIsMyStore.com or contact: PressContact@ThisIsMyStore.com

ThisIsMyStore.com. The only website you need to remember whenever you plan to shop online.

Contact: PressContact@ThisIsMyStore.com

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