

ThisIsMyStore.com

The Place To Shop™

FOR IMMEDIATE RELEASE:

ThisIsMyStore.com – The Place To Shop™ Changes, Expands

Over 40 Stores, Over 20 Hotels, and now serving the US and Canada

Shoppers saving fuel costs by shopping online

NEW YORK, May 22, 2006

Much has changed on ThisIsMyStore.com, the fun and convenient online shopping mall. Savvy shoppers go to ThisIsMyStore.com to find links to sales and Web sites of national retail stores, smaller retail stores and online-only stores in one convenient location. According to a survey by the Conference Board and TNS, "Higher [fuel] prices are driving more shoppers to the Internet instead of to the mall," so ThisIsMyStore.com is the perfect place for these shoppers.

There are now over a dozen different categories where shoppers will find customized links to get them to the specific sites, or sections of sites containing the type of merchandise they are shopping for.

"What's On Sale" is a new page on the Web site, where you will find a link to join a mailing list to be notified of what is on sale with direct links to the items and a variety of other sales that change regularly.

The main page of ThisIsMyStore.com now boasts a column down the left side of changing online coupons, and a column on the right side highlights special occasion items, like Mother's Day, Father's Day, Graduation, Religious Holidays and such.

ThisIsMyStore.com has grown to over 40 stores in one convenient location. In addition, it now has over 20 hotels to choose from for a visitor's next vacation. One can also shop for a job or, if he or she is an employer, shop for candidates, from the customized job link page.

Several of the stores on the Web site now serve Canada.

There are also several stores with a special Wedding Registry link.

"Many have found ThisIsMyStore.com to be something they had always been looking for – one Web site with all of their favorite stores in one convenient location," said Richard Kuper, the creator of ThisIsMyStore.com. "They also enjoy being able to just click on a sale item and be taken directly to the item at the store that is selling it, so they can quickly and easily make the purchase."

ThisIsMyStore.com continues to change and grow, so shoppers are encouraged to check it regularly and to sign up for the "What's On Sale" e-mails. Shoppers are also encouraged to submit requests for their favorite stores to be added.

ThisIsMyStore.com, the only Web site a shopper needs to remember whenever he or she plans to shop online.

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