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February 15, 2010, 12:00 AM

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Catalogs.com Starts New Year with Merchants Rich in Catalog Experience

Katie Deatsch

Topics: *International Male, Online shopping, Shopping, Technology Internet, vistaprint*

Catalogs.com starts the first quarter of 2010 with an extremely strong lineup of new catalogs and Web shopping destinations, including The Company Store, Fingerhut, and Potpourri. Catalog retailers recognize the online retail expertise of Catalogs.com as invaluable for business growth.

February 5, 2010 -- Two catalog retailers founded early in the last century have signed Internet Promotion Agreements with Catalogs.com (<http://www.catalogs.com>). The Company Store (<http://www.catalogs.com/home-decor/the-company-store.html>) and Fingerhut (<http://www.catalogs.com/gifts/fingerhut-catalog.html>) began Catalogs.com marketing campaigns in January. These well-established catalog retailers recognize the online retail expertise of Catalogs.com as critical to business growth in a challenging economy.

Fingerhut has a venerable position as a leader in direct marketing with millions of loyal shoppers since 1948. The Company Store has crafted natural cotton linens and European down bedding since 1911. With The Company Store, Company Kids, Undergear (<http://www.catalogs.com/clothing/undergear.html>),

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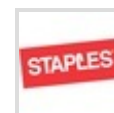
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Silhouettes and Silhouettes Shoes, the Hanover Company brings its family of catalogs and a strong sense of tradition to Catalogs.com.

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"Catalogs.com is starting the first quarter of 2010 with an extremely strong lineup of new catalogs and Web shopping destinations. All of our new catalog retailers are hugely popular online destinations. Among them, Potpourri offers a well-respected gift line, and Undergear and Silhouettes have instant name recognition among shoppers." Linevsky adds.

"These catalogs, with their diverse product mix and depth of retail expertise, add greatly to the shopping experience for the Catalogs.com audience."

The Company Store, Company Kids, and Undergear are strategically positioned to benefit from Catalogs.com's expertise in qualified lead generation. Among the new Internet Promotion Agreements for 2010, Earthsake, Overton's, Gander Mountain and Consumers Marine are also focused on qualified lead generation. Earthsake is a new name among the dozen catalogs featured in the Green and Organic category at Catalogs.com, showcasing ecologically friendly products. For outdoor enthusiasts, Overton's, Gander Mountain, and Consumers Marine add breadth to a popular catalog and online shopping search.

"In 2009, Catalogs.com experienced a remarkable 20% increase in inbound targeted Web site traffic from the previous year. More targeted traffic translates directly to more action for our retailers, with increased numbers of print and online catalog shoppers. Expanding potential markets through Catalogs.com is a smart business decision for our merchants," says Catalogs.com Co-Founder Leslie Linevsky.

Catalogs.com's 925,000 unique monthly visitors will find a varied product mix on the Catalogs.com Web site. In addition to Fingerhut and the Hanover Company stores, a variety of other catalog retailers have signed new marketing agreements with Catalogs.com, including:

- Earthsake



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Ace Hardware names a digital marketing executive

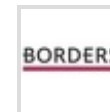
Jeff Gooding will oversee AceHardware.com's digital and mobile marketing.



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Borders offers free e-books

The promotion is aimed at spurring downloads of its new e-book store app.

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The advertisement features the SAS logo at the top left with the tagline "THE POWER TO KNOW." Below the logo is a blue banner with the text "What if you could boost margins by 100% with a 10% price improvement? You can." To the right of the banner is a red shopping bag with a white "sale" tag and a pair of red high-heeled shoes. At the bottom of the ad, there is a red button that says "CLICK HERE FOR BENCHMARK STUDY."

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Vistaprint, which provides print and Web solutions for business, also joins Catalogs.com this year. Retailers like VistaPrint specializing in Business-to-Business sales, are a market which has grown rapidly at Catalogs.com in the past year.

About Catalogs.com

Catalogs.com is the Internet's trusted authority on catalog shopping. For over 13 years, shoppers have universally recognized Catalogs.com as a premier shopping service, attracting more than 950,000 unique visitors each month. With 36 unique categories, the comprehensive Web site allows consumers to preview hundreds of catalogs and provides the opportunity to opt-in to receive a specific catalog, shop major and specialty retail Web sites and find great savings offers from hundreds of merchants.

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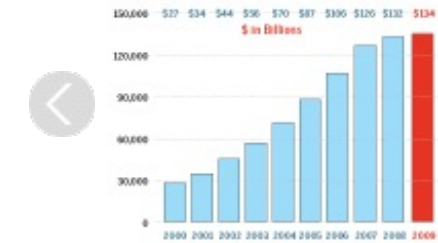
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