

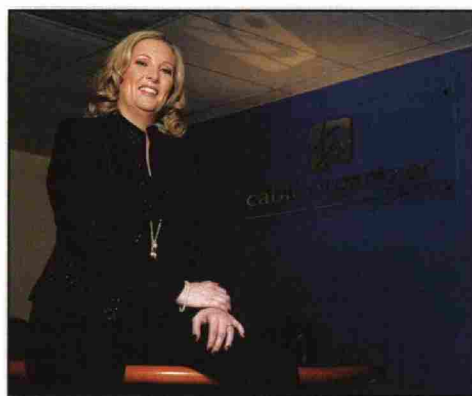


## Internet Retailer CableOrganizer.com's 2009 Gross Annual Revenue Surges to \$14 Million, Jumping 7% Despite Recession

Industry leading eTailer CableOrganizer.com, among the world's foremost providers of cable, wire and equipment management-related products for use in business and at home, announced that, despite the economic recession that continued to oppress the on and offline retail industry throughout 2009, it earned record gross annual revenues of \$14 million for that same year – a 7% increase over the year prior. 2009 is the 7th consecutive year that CableOrganizer.com has grown its year-over-year sales revenue. In 2008 the company achieved a full 30.54% increase over the year prior, with a staggering 225% sales growth realized for the extended 2005-2008 period.

In addition to its impressive revenue growth amid a severe economic recession and retail industry downturn, CableOrganizer.com also significantly improved a number of other key operational metrics. Namely, order intake increased 8.19%, the number of unique monthly site visitors jumped 30.51%, and the company now boasts over 35,700 - 15% more – Premier Site (non-outlet) inventory SKUs, furthering its stronghold as the most comprehensive product resource in its category.

"Our success in 2009, and that anticipated for 2010, is a direct reflection of our investment in infrastructure and strategic business relationships," said Valerie Holstein, CableOrganizer.com founder and CEO. "Among other endeavors, in 2009 we increased our new product development initiatives while concurrently enhancing and refining our mission-critical Web site content. We also worked closely with our various vendors to develop programs that deliver the best value for our customer's dollar, including pricing strategy and other market-driven variables. And, as always, our commitment to providing the best possible customer service experience allows us to enjoy a decidedly



Valerie Holstein,  
 CEO, Founder  
 CableOrganizer.com

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"I'm confident that as the economy starts to rebound and the financial climate improves in the marketplace at large, we are extraordinarily well positioned to continue our legacy of double-digit annual sales growth," notes Holstein.

In addition to an impressive array of fiscal and operational milestones, 2009 also delivered top honors for CableOrganizer.com. In May the company was named a 2009 Top 500 Retail Web Site by *Internet Retailer Magazine*. Based on 2008 Internet sales, CableOrganizer.com secured position #430 - 13 better than its 2008 ranking - in *Internet Retailer magazine's* coveted 2009 Top500Guide.com®

- the most comprehensive analysis of America's largest e-retailers. The company also ranked in position #48 in the guide's "Computers/Electronics" category – 4 positions better than its 2008 ranking. Also in 2009, CableOrganizer.com was named on the *South Florida Business Journal's* list of the "Fastest Growing Technology Companies" and "Best Places to Work" (10-50 Employees), also securing position number 8 on the publication's list of "Largest Women-Owned Businesses."

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