

## The Big Picture from UnbeatableSale Arriving at Small Screens Everywhere: Engaging Clients in Interactive Shopping

*Rolling Out Third Screen: Mobile Web Site for PDAs for Mobiholics*

For Immediate Release

LAKEWOOD, N.J./EWORLDWIRE/Feb. 15, 2008 --- For consumer electronics buffs, stylish fashionistas and other cell phone owners, the final frontier of technology - portable shopping - has been crossed, courtesy UnbeatableSale at its .mobi site, 'http://www.unbeatable.mobi'. Technology and transaction-driven by mPoria and PayPal, UnbeatableSale has taken its massive 200,000 product line to the frontiers of client purchasing.

A Unisys survey revealed that when people lose their wallet, it takes nearly 26 hours to report it, but if a mobile phone is the possession gone astray, people take action about it in just over an hour - about 68 minutes.

"Consumers are rarely without their mobile phones, and they want the extra bells and whistles - the features that give them mobility and allow them to step away from the computer, and still stay connected and within reach," said UnbeatableSale President Mike Martin. "Shoppers shopping online while on-the-go present a powerful untapped opportunity for any sharp retailer or marketer, and especially for UnbeatableSale. Growing integration of the .mobi Internet into people's lives introduces increasing numbers of people to highly targeted offers from .mobi businesses - businesses such as UnbeatableSale."

Using the words "bargain-hunter" and "mobile phone shopping" together in the same sentence seems an incompatible concept, but to Martin, coupling the phrases makes more sense than ever - handheld devices present an active screen with a presence far superior to traditional, static printed paper view of a newspaper or magazine.

"Over just the next handful of years, by 2012, Portio Research is predicting the worldwide mobile subscriber base will increase from 2.65 billion to 4.81 billion. Other research from ABI indicates the world market for mobile marketing and advertising is expected to be worth about \$3 billion by the end of 2007 and that this figure will grow to \$19 billion by 2011," added Martin. "These numbers mean rapidly growing audiences of surfers will be available for online retailers to take user experience to a new level, to actively engage and market to."

More than 95 percent of all retail dollars are spent in traditional stores, yet online merchants such as UnbeatableSale consistently price goods at more than 20 percent cheaper. From the user's perspective, UnbeatableSale's .mobi interface reveals easy-to-use navigation and intuitive menus so shoppers can get to the content most important to them with the fewest number of clicks. From the retailers' perspective, valuable marketing data becomes more readily available; AFM Ventures reported that with TV, about 1 percent of audience data is captured, while on the Internet about 10 percent becomes available - at the opposite end of the spectrum from the 90 percent of mobile audience data captured. More accurate information about users allows UnbeatableSale to provide relevant, timely, contextual information and services, increasing the likelihood that users make their purchase.

Juniper Research has reported that mobile spending will pass the US\$500 million mark in 2008, to grow to nearly \$2 billion by 2010; e-commerce spending passed the \$100 billion mark last year, according to data from comScore Networks, and an A.T. Kearney Mobinet study in 2005 found 56 percent of data-enabled, multimedia phone owners use the phone to browse their operator's portal, the Internet or to access mobile e-mail, and do so at least once a month.

To speak with UnbeatableSale's President Mike Martin, call 732-363-0606, or to preview the mobile-friendly site, visit 'http://www.unbeatable.mobi' using a handheld device.

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**CONTACT:**

Eli Fisher

unbeatable.com

195 Lehigh Ave - Suite 5

Lakewood, NJ 08071

PHONE. 732-363-0606

**KEYWORDS:** retail, ecommerce, marketing, , mobile, cell phone, pda, palm, retail, etail, online, mobile website, website,

**SOURCE:** Unbeatable.com