



## **Niche Sites energize Consumers with More UnbeatableSales, with Tech-toys, Health-supporting Appliances and Refreshing Home Decor**

*Comfortmarket.com, Technooutlet.com and Greatermedical.com put products into pleasant positions, online, for patrons*

For Immediate Release

LAKESWOOD, N.J./EWORLDWIRE/July 23, 2008 --- Exhaustive product content is among the reasons consumers taking a seat - potentially literally - at their PCs, to get hooked up at newly available ComfortMarket.com, TechnoOutlet.com and GreaterMedical.com. A vast, unexpected product mix that includes items such as bathroom exhaust fans and radio-controlled helium blimps, puts the presentation of items at each site in the right place, in the right time and at the right price for consumers besieged by rising prices.

Although the vast majority of people spend the largest part of their budgets - by some reports, nearly 80 percent of their money - within 20 miles of home, for online properties such as the newly opened, niche sites from UnbeatableSale, it's the targeted catering to specific interests that's driving sales without any need for wheels.

According to UnbeatableSale's President Mike Martin, online retail sales growth is really about different kinds of buyers. Said Martin, "Casual shoppers do their legwork online, looking for the best price using the Internet, to save money. Others - which Forrester Research indicates possess a more affluent lifestyle - simply enjoy the convenience of shopping online and are not necessarily looking for the best deal.

"It's our objective, via these very targeted offerings, with depth and breadth of product, to reach everyone who can benefit from our range of goods and quality service."

Eli Fisher, UnbeatableSale's marketing manager, credits the company's ability to move forward to the design team behind its sites. "Over our four years working with them, the Web developers Eric Younge Studios have captured the essence of buyer usability, creating and delivering e-commerce to the public in unique and cutting-edge ways."

### About ComfortMarket.com

From picture frames to home office furniture, ComfortMarket.com boasts a comprehensive line of home decor. From lighting a living room and filling it with futon frames and mattresses, flower arrangements and fountains, the feeling of ease and delicious amenities adorn the online folio of fanciful fixtures, at '<http://www.comfortmarket.com>'.

### About TechnoOutlet.com

Putting travel into motion with technology is what TechnoOutlet.com offers, among other scientific gadgetry and electronic goodies. Generating a charge in the consumer electronics buying world, a vast array of the atypical along with traditional electronics can be found alongside cell phone accessories, cables and connectors, and rapid-chill coolers. Compounding the strength of the assembly of powerful gizmos - radio controlled toys, model planes and kids' software games, and home theatre treats - is the attraction of consumers to an unbeatable sale, at '<http://www.technooutlet.com>'.

### About GreaterMedical.com

The line at GreaterMedical.com is all about the greater good and health of the public the site is serving. GreaterMedical.com does present a comprehensive range of items to meet the needs for a more wholesome lifestyle - from heart rate monitor watches, to pedometers and products for infants. A underserved market of special needs individuals will find Abilitations, while special products for rehabilitaton and scales round out the blend of healthful supports at 'http://www.greatermedical.com'.

#### About UnbeatableSale

UnbeatableSale ('http://www.unbeatable.com') company resources are devoted to developing unique and distinct niche marketplaces for those looking to uncover a low-cost bargain or replenishment item. Sites focusing on consumer electronics, and high-end kitchen and home decor consumers, yield to the public's need for speed and ease without loss of quality or value. An extensive product line and buyer habit testing ensures consumers receive the maximum number of available products that suit their unique needs. To view a sampling of products and availability, visit UnbeatableSale's Web site at 'http://www.unbeatable.com'.

To learn more about UnbeatableSale and to discuss partnering opportunities, contact Eli Fisher at 732-363-0606.

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