



## Unbeatable Sale Goals Materialize with ShopUBS Amazon Web Store as Other Retailers Unravel

*The UnbeatableSale growing presence is available in the right places - retail, wholesale and mobile - when it needs to be.*

For Immediate Release

LAKESWOOD, N.J./EWORLDWIRE/March 7, 2008 --- As public murmurs of economic slowdown are reflected in headlines such as in USA Today - which reported most traditional retailers are "spooked" and are shutting doors on existing locations or shutting down expansion plans, the virtual doors are swinging wide open for other companies such as UnbeatableSale ('<http://www.unbeatable.com>') with its new Amazon store presence, ShopUBS. Targeting the Targets and other branded retailers in the market among analysts' projections that gas prices will shoot over \$4 a gallon by spring, UnbeatableSale is taking an expansive product line of over 200,000 items with unbeatable common, everyday prices to the places where people shop - online ('<http://www.unbeatable.com>') and increasingly on handheld devices ('<http://www.unbeatable.mobi>'); UnbeatableSale is virtually eliminating any positive traction resulting from tactics other retailers are using with consumers, including by offering discounts and coupons.

"We witnessed the dramatic impact online purchasing had on the '07 holiday season," said UnbeatableSale's CEO Mike Martin. "The added costs of driving to make purchases - even when these purchases are fewer - irrefutably weighs heavily on decisions to make a trip to the mall. Rising prices are becoming the decision-maker or decision-breaker - the online purchasing cycle is expanding in shop, and ShopUBS is ready and waiting when the decision-maker opts for online."

Experts on strategies for global survival - specifically that of retailers - such as G.R. Copley, the author of, "The Art of Victory," suggest that retailers who have a strong infrastructure difficult for domestic and foreign competition to replicate are those which will thrive in struggling economic times. Those who are able to uncover niche markets rather than playing the procrastination game - making cuts to payroll, which offer a quick but shorter-term solution - gain the advantage into the future.

"UnbeatableSale is forging forward with marketing strategies that most companies would consider brazen in light of changing buying habits of consumers, who are postponing purchases over worries about the housing market and employment prospects," added Martin. "Our ShopUBS Amazon presence meets another goal: to strengthen our branding, our positioning, our presence and our partnerships with other companies which have strategies in alignment with our's and apply the same standards of quality and service we deliver with our offerings."

UnbeatableSale management holds 35 years of experience in the direct marketing and consumer goods industries and works on the predicate that the company's unique and distinct niche marketplaces are available at the right price for wholesalers looking to grow their business and for shoppers looking to uncover a low-cost bargain or food.

"The range of our product line covers consumers' needs, and we price items at points others can't meet or beat," stated Martin. "We operate according the public's need for speed and ease without loss of quality, value or expert services."

"The Internet allows people to compare prices quickly and efficiently, so they know they are getting an unbeatable sale. Our growing presence is available in the right places when it needs to be and, with our immense purchasing power, we attain the best pricing on everything from consumer electronics, to personal and baby care, and furniture with the environmentally friendly bonus."

Visit Unbeatable Sale's locations online at:

- . Wholesale / Distribution '<http://www.unbeatablesale.com>'
- . Mobile / Handheld-friendly '<http://www.unbeatablesale.mobi>'
- . Retail Amazon '<http://www.amazon.com>'

Contact Mike Martin at 732-363-0606 for additional details about Unbeatable Sale and the company's plans for escalating growth.

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