

---

## Online Retail Giant UnbeatableSale Tops 5 Million SKUs

*Specialty sports' site and gourmet food enhance offerings*

For Immediate Release

LAKEWOOD, N.J./EWorldWire/Sep. 6, 2012 --- As the traditional shopping experience is replaced by interactive, digital buying online, UnbeatableSale continues to be a step ahead and seize sales with a product mix that has now surpassed a five-millionth SKU.

According to UnbeatableSale President Mike Martin, the company's accomplishments in the online retail industry in the years since its founding in 2004 can be directly tied to the firm's ability to accurately segment customers and to deliver an exceptional user experience - one that reflects an understanding of customers' needs for ease of use, variety and value.

"For suppliers, we offer an unbeatable combination of technology and selling expertise, to maximize their opportunities to make - and expand - sales," stated Martin. "They leverage our infrastructure, and our brand strength and reliability, to reach the most motivated buyers."

Martin points to several factors impacting UnbeatableSale's growth:

- Fast time to market: Adding an additional retail channel with UnbeatableSale to an existing strategy is easy
- Payment processing and order fulfillment are coordinated
- Scalability: A flexible platform makes it simple to increase product offerings
- Targeting through focused product collections through UnbeatableSale's various online properties

Leaders at the company have effectively integrated sales forecasting and technology for the maximum benefit of UnbeatableSale suppliers, who have been able to capitalize on gains in efficiency and enjoy cost savings from "right" forecasting.

"We have the experience to know how product demand is influenced - from the economy, to seasons and holidays, weather, promotions and others," added Martin. "In our forecasting, we aim to optimize inventory, deliver stellar service, enhance the bottom line - greater accuracy in planning means we're offering what we need to, when it needs to be available. By moving closer to directly matching need with offering, everyone benefits - no more out of stocks or lost sales, delivery or warehousing issues, product quality erosion or negative impact on a brand. All of these issues are minimized or eliminated and create significant opportunities for upsell and strong client relationships and loyalty, for the long term."

The most recent launches to enhance UnbeatableSale's offerings encompass:

- A specialty gourmet site, <http://www.gourmet-foodshop.com>: Sweets and spice - and everything nice for the chocoholic, or for snacking and specialty spreading, South African lobster, and Snikiddy snacks, and other tantalizing treats
- A niche sports and recreation site, <http://www.sportsrecreationmall.com>: Indoors and Out - From instant tailgating with the sports den (complete with inflatable seats and electric blower), to out-of-the-box outdoor misting systems, Spa-N-A-Box, sports collectibles, and everything needed to get their game on

### About UnbeatableSale

UnbeatableSale (<http://www.unbeatable.com>) focuses on developing a portfolio of unique and distinct niche marketplaces for people looking to uncover a low-cost bargain or replenishment item; each property is aimed at meeting the public's need for speed and ease without loss of quality or value. The company uses sophisticated prediction technology with time and price-sensitive availability to create an unparalleled opportunity to build a durable bond with buyers for the long-term.

UnbeatableSale has expanded beyond its initial sales targets in the general public to establish the most dynamic partner program in the industry, producing a powerful package of a broad product mix at the best value with top quality customer service.

---

Since 2009, when UnbeatableSale was named to the Inc. 5000 fastest-growing companies and to #72 in the retail category, and #1746 overall on the Top 5000, UnbeatableSale has grown to surpass \$20 million a year in sales.

To learn more about UnbeatableSale and to receive a case study on partner opportunities, contact Mike Martin at 732-363-0606 Ext. 101.

HTML: <http://www.eworldwire.com/pressreleases/212622>

MOBILE: <http://e4mobile.com/pressreleases/212622>

PDF: <http://www.eworldwire.com/pdf/212622.pdf>

ONLINE NEWSROOM: <http://www.eworldwire.com/newsroom/313006.htm>

LOGO: <http://www.eworldwire.com/newsroom/313006.htm>

**CONTACT:**

Mike Martin

UnbeatableSale.com

195 Lehigh Ave - Suite 5

Lakewood, NJ 08071

PHONE. 732-363-0606

**KEYWORDS:** online stores, online shopping, retail, internet retail, retail, ecommerce, marketing, internet, tablet, mobile, categories, niche

**SOURCE:** Unbeatablesale