

### SURESOURCE NEWS

#### ● Prepare for the Seasonal Online Surge

Did you know that 66% of shoppers plan to shop more online this holiday season? (Source: Zoomerang as quoted by Internet Retailer)



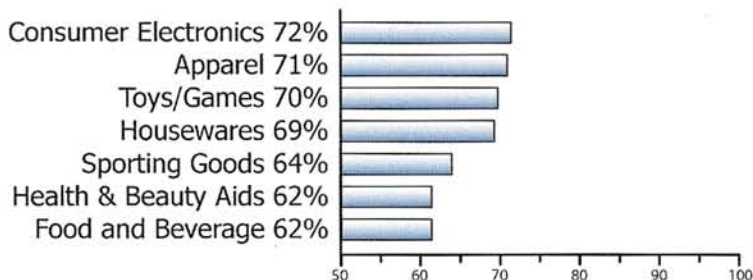
#### ● Not All Retail is Slow

While bricks & mortar same-store sales are reportedly growing at a snail's pace these days, online sales continue to advance. Some examples: Staples second quarter same stores sales were down 2%, but online sales were up 18%. Williams-Sonoma registered 1.2% same store growth, but enjoyed +11% online. The Gap suffered a 5% same store decline, but delivered a 26% online sales increase. Kohl's web sales increased 60%, compared to an anemic 1.3% same store advance.

It seems that the convenience and selection offered by online stores are attracting more consumers online and claiming a greater wallet share of previous online shoppers. That should make you happy if you have a full line SureSource brandstore to augment your online channel distribution. Don't have your own brandstore online? Call SureSource today at 203-922-7506.

#### ● Manufacturers Go DTC

A recent study by the Parthenon Group showed a majority of large consumer brands in many verticals had direct-to-consumer webstores associated with their brand sites. From a sample survey of 915 brands, here were the percentages with online DTC stores:



### SureSource Partner Spotlight

We're proud to announce our new partners:

#### Cerwin-Vega! (www.shopcerwinvega.com)

Our new Cerwin-Vega! store offers consumers the broadest range of "eviction-notice-generating" sound systems they have learned to expect from Cerwin-Vega! Cerwin-Vega! has the heritage of being the LOUD speaker company, disturbing the peace for nearly 50 years.



#### Kiss My Face (www.kissmyfacewebstore.com)

Kiss My Face is an all-natural body care company that has been marketing soaps, shave creams, toothpaste, and body oils without artificial ingredients, and without animal testing, for 20 years. Kiss My Face proves that glamour can be healthy, natural, and cruelty-free.



#### Trail of Painted Ponies (www.paintedponiescollectibles.com)

The Trail of Painted Ponies originated in Santa Fe, New Mexico in 2001 as a public art project that invited artists to let their imaginations run wild, and creatively transform horse sculptures into original works of art. The quality of the artwork distinguished The Trail of Painted Ponies from many other animal-themed public art projects. A special outreach was made to include Native American artists. Since that time, The Trail of Painted Ponies has become one of the most popular collectibles in America.



### Who is SureSource?

SureSource is a leading provider of direct-to-consumer ecommerce programs for major consumer brands. SureSource specializes in Web and phone sales, combined with e-marketing programs. SureSource buys, stocks, and sells full brand lines using a self-funding business model. Leading brands utilize SureSource to gain the benefit of state-of-the-art direct-to-consumer web operations without internal costs or staffing.