



## **ABC Discount Appliance & Video Opens Third Retail Location**

*Independent, third-generation, retailer opens third retail location. Second grand opening in 12-month period.*

Marlton, NJ, April 29, 2010 --([PR.com](http://PR.com))-- ABC Discount Appliances Opens Third Location: Marlton, NJ

Second New Location in One Year

Local, Independent Major Appliance Retailer Heralds End of Recession

Second generation owners Richard Super and Mike Casey are opening a third appliance and video store on Rt. 73 in the Designers Court shopping center in Marlton, NJ. Grand Opening celebration and sale event set for May 14th. Soft opening targeted for May 8th. The company has been in business serving the greater Philadelphia area since 1949.

With local and national appliance and electronics retailers going out of business at an alarming rate; ABC Discount Appliances is opening their third area location in their 61st year. This is the second new location opening in a one-year period. Medford location was opened in the third quarter of 2009. Richard Super “We are thrilled to be continuing to grow our business, and we feel certain that our growth will help area consumers see that an economic recovery is upon us.” Mike Casey “Our customer-first approach, and our ability to deliver true value, selection and support has carried us through this and other economic downturns. We will keep doing what we know how to do which is make customers happy.”

Not only is ABC Discount Appliance a family owned business, they believe in treating their customers and staff as family as well. Their expert sales staff has an average tenure of 15 years with the company. With this time-tested expertise; consumers can feel confident that their sales consultant will guide them around all the pitfalls inherent in a remodel or appliance replacement project. Best selling appliance brands include Frigidaire, Electrolux, Thermador, Bosch, Dacor, Viking, GE, and Subzero and Wolf.

ABC has always been deeply involved with regional charitable organizations in their communities and is currently working on such partnerships in Marlton. Richard Super explains “We believe in using our resources for the greater good.” The company has also been awarded numerous accolades including two “Best of Philly” awards from Philadelphia Magazine, and the 2009 “Best of South Jersey” award from the Courier Post, as well as proudly holding an A+ rating with the Better Business Bureau.

Richard Super, and Mike Casey are available for interviews and photographs at the Pennsauken, NJ location as well as the Medford, and new Marlton, NJ location. Call to make arrangements.

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