



SHOP•COM™ and MerchantAdvantage Deliver Online Retailers Innovative Comparison Shopping Solution to Maximize Sales

SHOP•COM™ Partners with MerchantAdvantage to Streamline and Push Product Data to Maximize SHOP•COM™ Marketplace and Cost-Per-Click Platform.

Miami, FL, June 18, 2008 --(PR.com)-- [MerchantAdvantage](#), a leader in Web-based data feed management and analytic tools, today announced a preferred, strategic partnership with SHOP.COM, the destination comparison shopping site designed for women. With the click of a button, online merchants can cost-effectively send their product catalog to maximize sales opportunities at SHOP•COM.

MerchantAdvantage has been a fully integrated solution into SHOP•COM's OneCart® cost-per-transaction marketplace since 2006 and has never charged its clients listing, transaction or revenue fees when working with SHOP•COM. Now, MerchantAdvantage is proud to support SHOP•COM's new Cost-Per-Click ("CPC") platform. Online merchants can work with SHOP•COM in the manner they desire, expand their marketing reach, increase sales, and manage, analyze and update product catalog feeds instantly within MerchantAdvantage's Channel Management Professional tool-based offering.

"The integration of MerchantAdvantage into all of SHOP•COM's shopping platforms allows small to mid-sized merchants to easily and cost-effectively reach the female audience at SHOP•COM in order to maximize exposure and increase sales. MerchantAdvantage's Channel Management solution is an excellent way for any online merchant to work with SHOP•COM without worrying about technology issues and high-costs associated with getting their product catalog data to us," said Ken Goldstein, Chairman and CEO of SHOP•COM.

"Through MerchantAdvantage, we effortlessly transmit our current catalog information to SHOP•COM and reach a demographic perfect for our exclusive hardwood home theatre furniture. The MerchantAdvantage tools are well designed and its support team is always responsive when questions arise. We are extremely pleased that MerchantAdvantage has so quickly embraced SHOP•COM's exciting new PPC program, as the two, working hand-in-hand, will help us to efficiently reach more customers," said Alan Adler, Founder www.StandOutDesigns.com

Michael Lambert, CEO and Co-Founder of MerchantAdvantage added: "MerchantAdvantage gives SHOP•COM clients the tools to manage various pricing options and profit-margins on marketing campaigns at the product level and the opportunity, for any online merchant, to reach millions of female shoppers using SHOP•COM. MerchantAdvantage strives to provide the best Web-based products to empower online merchants to customize, send, evaluate, and update product catalog feeds to 150+ marketing channels and shopping destination sites instantly. We are honored to be an integral part of SHOP•COM's future to help our clients and their clients grow their online business efficiently, intelligently and cost-effectively."

About SHOP.COM



SHOP•COM is the destination comparison shopping engine that merchandises to women and leverages the multi-merchant features of its patented OneCart® technology. Designed with the busy woman in mind, SHOP•COM offers an authoritative selection of products from well-known brand name merchants and high quality specialty retailers. Privately-held, SHOP•COM is a California-based company with offices in New York City and London. For more information, visit the company's website at www.shop.com

About MerchantAdvantage

MerchantAdvantage (MerchantAdvantage.com) is an ecommerce software solutions company committed to championing and helping the small to mid-sized online merchant address complicated online and mobile commerce issues. MerchantAdvantage takes a systematic, controlled and proactive approach to online product marketing by providing long-term, cost effective, Web-based software tools that enable an online business to grow by reaching the widest audience possible via online, broadband, and wireless devices.

MerchantAdvantage's applications are designed to connect the online retailer to their marketplace partners in a seamless motion of communication, allowing online merchants to take control of their e-Commerce and m-Commerce channels, marketing strategies and IT solutions. MerchantAdvantage currently markets over \$2.3 billion worth of product value daily, representing over 650 online storefronts and is changing the macrocosm of ecommerce by staying ahead of the curve in providing business solutions to the growing online retail marketplace. They are here because your commerce future is online and wireless. For more information, please visit www.MerchantAdvantage.com, e-mail us at sales@MerchantAdvantage.com or call us at 1.800.550.9466.

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