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## FOR IMMEDIATE RELEASE

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## **CableOrganizer.com's Financial Position Stronger Than Ever with Record 2008 Annual Revenues in Excess of \$13 Million - Up Over 30%**

*Company also increases order uptake 24.16%, decreases shopping cart 'abandonment' 7.06%, grows unique monthly site visitors 31.24%, and now boasts more than 31,000 inventory SKUs - all furthering its stronghold as the most comprehensive product resource in its category*

**FORT LAUDERDALE, FL, March 4, 2008** – Industry leading eTailer [CableOrganizer.com](http://CableOrganizer.com), among the world's foremost providers of cable, wire and equipment management-related products for use in business and at home, today announced that despite the economic recession that engulfed the nation throughout 2008, it realized record gross annual revenues in excess of \$13 million for that same year – a whopping 30.54% increase over the year prior.

In addition to its astounding revenue growth amid a severe economic recession, CableOrganizer.com also significantly improved a number of other key operational metrics. Namely, orders increased by nearly a full quarter at 24.16%, shopping cart "abandonment" decreased 7.06%, the number of unique monthly site visitors jumped 31.24%, and the company now boasts over 31,000 inventory SKUs, furthering its stronghold as the most comprehensive product resource in its category.

"Our success in 2008, and that anticipated for 2009, is a direct reflection of our company culture that combines innovation at every level with a traditional American work ethic," said Paul Holstein, CableOrganizer.com COO. "The result is infrastructure, systems and processes that are more sophisticated than most of our competitors. In addition, our commitment to providing the best possible customer service experience allows us to enjoy a decidedly high rate of loyal, repeat customers and referral business related thereto."

"When forecasting for 2008, we made a conscious decision to grow our company faster than the economy would shrink," Holstein continues. "Toward this end, we actively grew our business in a number of important areas. In addition to ramping up staffing for Web design, content creation and inventory growth, we also found new and effective places to advertise, expanded our sales outlet and physical warehouse space to 10,000 square feet, and enhanced our mission-critical product pages and site search capabilities."

In addition to an impressive array of fiscal milestones, 2008 also delivered multiple top honors for CableOrganizer.com. In August the company was named on the 2<sup>nd</sup> annual Inc. 5,000 list of the fastest growing private companies in the United States. The company ranked in position number 1,929 – the 38<sup>th</sup> percentile - on the coveted list, having realized astounding 2004-2007 sales growth of 193%. CableOrganizer.com also secured position 82 in the 2008 Inc. 5,000's list of "Top 100 Retail Companies," and position 54 also in this year's "Top 100 Companies in Miami-Fort Lauderdale-Miami Beach, Florida."

Also in 2008, CableOrganizer.com was named on DiversityBusiness.com's list of "Top 500 Women Owned Businesses in the US," and secured position number 24 on its list of "Top 100 Women Owned Businesses in Florida." CableOrganizer.com was also named one of the South Florida Business Journal's 2008 "Best Places to Work."

#### **About CableOrganizer.com**

Founded in February 2002 and headquartered in Fort Lauderdale, FL, [CableOrganizer.com](http://CableOrganizer.com) is a premier [cable and wire management](#)-related product vendor. The company provides companies, organizations and individuals around the globe with 24/7/365 access to an extensive array of high-quality products and information resources through its convenient online storefront. In addition to <http://CableOrganizer.com>, the company also owns and operates <http://CableOrganizer.fr>, which is operated out of Rennes, France. CableOrganizer.com also publishes "On the Wire," a free monthly electronic newsletter with a considerable multi-national opt-in circulation base. Among other honors, CableOrganizer.com was named among *Internet Retailer* magazine's 2007 "Top 500" and earned a Stevie® Award as the "Best Overall Company of the Year - Non-Services Businesses - Up To 100 Employees."

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