



## **WholesaleU.com Launches an Innovative E-Commerce Platform where Distributors Can Increase their Sales and Gain Exposure to a Brand New Customer Base.**

*Besides being a wholesale resource site, Wholesale University, (WholesaleU.com) also features surplus, salvage, closeout, overstock, and liquidation distributors that cater to Business Start-Ups, Ebay Auction Sellers, Flea Market Dealers, E-Commerce Websites, Retailers, Dollar Stores, and just about anyone who is looking for products to buy, and then resell. There is also a free forum that features topics related to the wholesale, surplus, and salvage industry.*

**Maine-May 08, 2005**--One of the largest Web based wholesalers has announced it will offer an innovative new service that will help competing wholesale distributors increase sales, and expand their market share. Lisa DePalma, founder of MyWebWholesaler.com, calls her new industry specific website "Wholesale University," or "WholesaleU.com, one of the largest and most trusted wholesale distributor directories on the Internet."

"Most companies that are involved in the wholesale trade, had an established customer base long before the advent of the Internet. They felt that they did not need the web as a means of marketing their products and services, and didn't want the added expense of developing and maintaining a website.

What they fail to realize is that markets can, and do, change. Wholesale distributors, who don't have a web presence, are unaware that there is an untapped market of first-time buyers who are using the Internet to search for product supply.

Over 500,000 people make their living full-time from Ebay alone, and there are an ever increasing number of people who are leaving their jobs for self-employment, or who simply want to sell products via their own website.

While our parent company, MyWebWholesaler.com, caters to all sellers, and carries a variety of merchandise, we get repeated requests for a variety of different wholesale products that are not readily available in our warehouse. I realized that there were a lot of people looking for wholesale products that were not connecting with the right supply sources.

I developed WholesaleU.com, for wholesale distributors of all product persuasions to converge in one central location so they could put their merchandise in front of eager buyers. WholesaleU.com provides wholesalers the chance to significantly increase their sales, and expose their products to a brand new customer market. Our e-commerce platform gives even technical neophytes the ability to develop a professional B2B online store front," said DePalma.

WholesaleU.com offers a fully integrated shopping cart, allowing business-to-business wholesalers not only a product hosting web portal, but also the ability to accept credit cards online via PayPal, or with their own merchant account.

The site has impressive traffic numbers, generating over 398,000 hits per month, attracting qualified buyers and sellers. Included is a free site builder, free listings in eight product categories of your choice, picture hosting and prominent keyword listings are just a fraction of what is available to wholesale for resale companies.

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