



WorstStore.com
Only at WorstStore.com

PRESS RELEASE

ONLINE SHOPPING: What Lies Ahead?

Trumbull, CT – November 8, 2005 - Big discounts, free shipping, giveaways, and low prices are the many ways companies use to attract customers to their websites. This has worked for years, and the lower your prices, and quality of service, usually determines your success. Smaller businesses cannot compete against the Amazons of the world, due to smaller budgets and lack of resources. Now a new concept came about that is proving all that wrong, by dominating the market through a business concept they call "Gaming Rebates™".

"Gaming Rebates™" is a rebate that a customer earns by playing a quick online game after their purchase. These games are easy to grasp yet challenging in nature. One might end up playing a game where the goal is to add two numbers for time. How well one does is what will determine the discount, which ranges from 0 to 100% of the order price.

Looking at the shopping trend for the last few years, one can see that video games have grown in popularity and catching up to the sales numbers of movies and music. This popularity is what WorstStore.com is banking on, by letting their shoppers determine their own discounts. "Letting your customer take full control of the price is what will keep them coming back time and time again." say Alex Ginzburg, CEO of WorstStore.com.

Reading this, one might wonder what happens if every customer receives a 100% rebate? We took this question to the people of WorstStore.com and here is the answer we received. Their repeat business is close to 80%, with a satisfaction rate of 96%, one of the highest in that space. Revenue has been up every quarter since the company opened their doors. In the past year alone they have taken themselves from an unknown startup to a fierce competitor in an overcrowded market. So how well is WorstStore.com doing? The answer is clear.



WorstStore.com
Only at WorstStore.com

About WorstStore.com

WorstStore.com is an online movies, music, and video games retailer. The company is committed to enhancing the user experience and creating new and innovative ways to engage online shoppers. The WorstStore.com concept will continue to grow, and our mission is to become the gold standard of internet shopping. The company was founded in 2004, and is based out of Trumbull, CT. Visit us at www.worststore.com.

Contact Information:

Dale A. Carnegie

COO

WorstStore.com

Ph: +1 203-316-3633

dcarnegie@worststore.com