



AFTCRA.com announces exit from beta, and a new milestone for product offerings

aftcra.com is focused on offering only handmade goods, 100% "Crafted by American Hands TM."

Today's announcement highlights an exit from beta phase, in time for the holiday season.

Milwaukee, Wisconsin – (October 15, 2013) – aftcra.com is pleased to announce its exit from beta, which represents a significant milestone for the company. Over the past year the team has listened to what its community required for success and is continuously evolving its platform to meet these needs. A major focus has been ensuring the capacity to scale with expected growth. Throughout aftcra's beta session the website has proven to be simple and stable. Customers can expect more enhancements in the coming months, as well as an increased visibility of aftcra's mission and commitment to promoting American handmade goods only. Highlights of aftcra's recent accomplishments include:

- Change in the pricing structure: now offering free listings on www.aftcra.com
- Continuous additions of seller and buyer driven enhancements, including a product customization feature for seller's product pages
- Thousands of products now listed in aftcra's marketplace

"aftcra's move out of beta is an important milestone for us. At aftcra we have placed an emphasis on building relationships with our artists and artisans to develop a platform that they are proud to list on, while creating a customer experience that is attractive for consumers looking for unique, handmade goods only made in America. We're passionate about the "Made in America" movement and supporting American makers. We're looking forward to aftcra's next phase... and a busy holiday shopping season!" states Erica Riegelman, President of aftcra.

aftcra.com is a live operation, transacting products, and welcoming new buyers and sellers daily. Over the coming months, look for increased awareness of the movement, a growing portfolio of quality products, and further platform enhancements honed in on our core: goods that are "Crafted by American Hands TM." Our launch video can be viewed at www.aftcra.com/video.

aftcra's philosophy can be summed up as:

1. Only sell American goods, crafted by American hands
2. Provide an easy to navigate marketplace that lacks clutter
3. Sustain aftcra's boutique approach
4. Maintain a humble, family-like approach to doing business
5. To have fun and promote all things handmade

About aftcra:

aftcra's mission is to offer a focused online marketplace where you can easily buy quality American-made products directly from the hands that make them. aftcra provides buyers and sellers with an avenue to meet, and we will do whatever possible to make it an enjoyable experience. Founded in 2010 and launched into beta in late 2012, aftcra is a family-owned business headquartered in Milwaukee, WI. www.aftcra.com

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