

August 29, 2018

FOR IMMEDIATE RELEASE

Contact: Fred Elabed  
[fred@roicommerce.com](mailto:fred@roicommerce.com)  
216-990-3298

### **Prominent Internet Brands BirdCages4Less and Pet Alley Acquired**

Austin, TX – BirdCages4Less ([www.birdcages4less.com](http://www.birdcages4less.com)) and Pets Alley ([www.petsalley.com](http://www.petsalley.com)), long tenured Internet retailers operating under dual private labels in 2 pet categories since 1997, have been acquired by Rev Commerce, a private family business in Stevensville, Maryland.

Bird Cages 4 Less is one of the largest Internet retailers of bird cages and aviaries in the USA! BirdCages4Less.com has been serving the bird and avian industry since 1997 creating one of the first bird cage retailers on the Internet. Bird Cages 4 Less has the longest running tenure of bird cage Internet retailers, offering hard to find suppliers and products, and boasting over 40,000 customers with a very loyal following of repeat customers who come back year after year. Bird Cages 4 Less truly has one of the most respected and well-known names within the bird cage industry.

Pets Alley provides unique and hard to find pet products, specializing in orthopedic dog beds. The company has been around since the late 1990's. Pets Alley built its name on offering an exquisite line of USA made orthopedic dog beds including its flagship orthopedic dog bed, the Beasley Couch.

Bird Cages 4 Less and Pets Alley were very unique Internet retailers compared to other competitors within the Internet retailing and e-commerce shopping industry in that both brands had a private label, a branded product line, and directly transacted online business. Creating a branded product line and marketing through their company websites gave the company a huge strategic advantage and long-lasting sustainability in the marketplace which is why both brands have been in business for over 20 years, unlike other competitors who have come and gone. Both brands were very appealing to investors because of the proprietary product line and the high percentage of direct business being transacted on the company's website vs. shopping sites such as Amazon, E-Bay, Jet.com, and Walmart.

E-Commerce pioneer Fred Elabed acquired both Internet brands in 2011. After a 7-year run, Fred decided it was time to exit the business to focus on other opportunities. "It has been a wonderful experience owning these companies for the last 7 years. I am very proud of the fact that Bird Cages 4 Less and Pets Alley have been one of the longest tenured Internet companies operating in the Pet sector since 1997!" says Fred Elabed, President of Bird Cages 4 Less and the Pets Alley Pet E-Commerce Portfolio. "Our search took over 6 months and we selected the owner who we think can not only obtain the success we did but can grow Bird Cages 4 Less and Pets Alley for the next decade." says Fred Elabed. "Fred was super helpful throughout the transaction and transitioning the business. We are very happy with the transaction and excited for the future" says Philip Travers, Managing Partner of Rev Commerce.



### **About BirdCages4Less**

BirdCages4Less offers one of the largest online selections of hard to find [bird cages](#) and [bird supplies](#). Including [large](#), [medium](#) and [small bird cages](#), [bird aviaries](#), [stainless steel bird cages](#), [flight cages](#), [breeding cages](#), [bird playstands](#), [bird toys](#), and [bird supply accessories](#)! We offer great prices and Free Shipping on orders over \$50!

Whether it is a [parrot cage](#), [elegant and spacious aviaries](#) for indoors or out, or just simply some [high quality bird toys](#), BirdCages4Less has the unique and hard to find [bird cages](#) you are looking for! Join the BirdCages4Less family of over 40,000 customers and experience the outstanding customer service that we're famous for!

Paco The Parrot is the company spokesperson and is well known among bird lovers.

### **About Pets Alley**

Pets Alley is a leading Internet retailer in the luxury pet industry providing unique and hard to find pet products. Our line of orthopedic dog beds and other USA made pet products serve an untapped market for pet lovers looking for high quality and American made products. You will almost never find our pet products sold at retail!