



Lab Alley Sees 300% YoY Revenue Growth, Expands Advisory Board

Austin-grown chemicals e-commerce firm adds industry executive to advisory board as company continues exponential customer and revenue growth

FOR IMMEDIATE RELEASE
September 22, 2021

CONTACT: Fred Elabed
216.990.3298 | fred@laballey.com

AUSTIN – Lab Alley, a national provider of high-purity lab chemicals and high-quality lab supplies, announces the appointment of Megan Lueders, Chief Marketing Officer at Silicon Labs, to Lab Alley's Advisory Board. This expansion of the business' Advisory Board reflects Lab Alley's evolution from startup to fast-growing company.

Even as the U.S. emerges from quarantine, Lab Alley continues to grow: from 2019 to 2020, the company experienced revenue growth of more than 300% and is on pace to exceed revenue projections by 25% for FY21. With over 40,000 customers to date, the company is also growing its customer base with approximately 100 net new customers per day.

"Our Advisory Board is a committed team of community leaders providing Lab Alley with information, insight, guidance, and resources we need to fulfill our mission," said company CEO Fred Elabed. "We're thrilled to add Megan's exceptional expertise, experience, and energy to our efforts, as we continue our focus on intensive growth, as well as superior customer retention and satisfaction."

Lueders is a seasoned marketing expert with more than two decades of proven passion for developing and improving customer-centric digital experiences. With a serious depth of knowledge in marketing strategies and tactics for success, Megan is known for significantly elevating brands and developing world-class B2B marketing engines that accelerate demand and generate revenue.

"I believe in Lab Alley's business vision and am excited to lend expertise on ways to grow their brand," Lueders said. "This company has significant potential to continue their success and achieve double-digit growth this year and well into the future."

Bringing an entrepreneurial mentality and a transformational understanding of how to know and reach target audiences, Lueders is a proud alumna of The University of Texas at Austin's McCombs School of Business, where she delivered last year's commencement speech. She also received the *Austin Business Journal's* Profile in Power Award in 2020.

Phone: 512-668-9918, Fax: 512-886-4008, E-mail: customerservice@laballey.com,
www.laballey.com

22111 Highway 71 West, Suite 601, Spicewood, Texas 78669

Expanding the company's Advisory Board is only one way Lab Alley is working to keep up with its extraordinary growth; the company is currently also:

- Expanding their product portfolio by 200%.
- 100% increase in hiring.
- Launching an AutoShip option.

"We're experiencing the most exhilarating period of our company's history to date," said Elabed. "It's the perfect time for someone like Megan – who's expertise includes operational strategies and tactics that touch sales, customer success and marketing as well – to be joining the Lab Alley family. We can't wait to leverage all she has to offer as a new Advisory Board member."

About Lab Alley

Founded in 2013 by e-commerce entrepreneurs Fred and Holly Elabed, Lab Alley has grown into a thriving family-owned-and-operated business headquartered in Austin, Texas. **Our mission is to supply essential, daily-use products to our customers – on-budget and on-time, every time.**

We consider every online order a professional interaction requiring and deserving of personal attention. So we strive to provide the easiest online ordering experience, the fastest delivery possible, superior quality *and* superior affordability, and safe handling with the utmost care.

Whether we are helping power science, advance research & development, facilitate innovation, create products, and/or safeguard the world, our friendly team is always hustling to meet our clients' needs perfectly.

For more information, please visit LabAlley.com.

Disclaimer

Lab Alley makes no representations, warranties, or covenants, either express or implied, or arising by statute, usage, or trade, custom or otherwise, of any kind with respect to the products we carry.

Phone: 512-668-9918, Fax: 512-886-4008, E-mail: customerservice@laballey.com,
www.laballey.com

22111 Highway 71 West, Suite 601, Spicewood, Texas 78669