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Traffic for Top Home Goods e-tailer Doubles During '07 Holiday Shopping Season

CSN Stores On Track To Reach \$200 Million Sales Goal

BOSTON, MA (December 20, 2007) – CSN Stores (www.csnstores.com), a leading retailer that maintains more than 260 specialty online shops selling state-of-the-art home and office goods, has experienced a significant spike in its holiday shopping traffic, despite the nation's soft economy. Site traffic during the 2007 Holiday Season has already reached 6.4 million visits, a 100 percent jump compared to the same period last year. Unlike some mid-December reports of delayed or slumping holiday sales from other online and traditional retailers, CSN's holiday sales are also significantly higher than last year's.

So what are people purchasing this year? CSN's well-trained and experienced CyberShopping Experts say many purchases reflect a growing trend toward Holiday Home Improvement. Two factors are working simultaneously to create this phenomenon: the country-wide mortgage crisis has persuaded some home owners to improve current residences instead of buying new homes, and the timing is right to make their homes look great for holiday guests and parties. Hot product categories include: bunk beds and daybeds, barstools, decorative faucets, dining room chairs, and other elements that can spruce up homes quickly and with little effort.

Regarding gift-giving, practicality and style are equally weighted considerations in '07. Our CyberShopping experts say:

- Big, exercise-oriented toys are "in" for kids, given the need expressed by many parents to help children combat obesity with more active pursuits. Little Tikes bikes top our toy list this year.
- Peg Perego strollers are the most popular gifts for new and expectant parents.

- Kitchenware is also hot, which isn't surprising given the renewed popularity of cooking shows. DeLonghi espresso makers, Rachael Ray cookware and iittala mini-bowls in light blue are in high demand.

This boost in holiday traffic and purchases, in comparison to 2006, reflects overall growth patterns at CSN. Ranked among the Top 10 U.S. online retailers of home goods by Internet Retailer magazine, CSN is also on track to meet its \$200 million sales goal by the end of this year, up from \$109 million in 2006.

“Our site traffic and sales can be attributed to several factors, including a rare combination of consumer benefits that CSN offers,” said Niraj Shah, CSN Stores’ CEO. “We give customers well-educated counselors who help them find the right products, unparalleled selection in key categories, and competitive pricing. Great service, selection and savings continue to fuel our tremendous growth.”

To match this growth, CSN has added more than 200 staff members this year and has expanded operations from two to three floors in one of Boston’s most desirable commercial properties, the Prudential Tower. CSN now employs 500 people to handle the ever-growing list of over one million products it sells.

Looking ahead to 2008, CSN has plans in place to extend its rapid growth, in terms of product lines and staffing. Already seen as an industry leader in personalized customer service, CSN also will continually enhance its overall shopping experience.

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About CSN Stores (www.csnstores.com)

Founded in 2002, CSN Stores, an Inc. 500 company, is ranked among the Top 10 leading online retailers in the home goods category, and maintains over 260 web sites in niche market segments. With over one million products across all of its stores, CSN offers consumers the largest selection of leading brands available online, great customer service and low prices.

CSN's online stores include: AllModern.com, Luggage.com, BabyCarSeats.com, PubSets.com, HomeTheaterSeatingOnline.com, and WritingDesksAndMore.com.

NOTE TO EDITORS: If you would like to arrange an interview with CSN CEO Niraj Shah and Chairman Steve Conine, or other online shopping experts, please contact Chuck Casto at ccasto@csnstores.com or 617-502-7223.