

CSN Stores LLC Reaches New Heights In National Retail Rankings

Top 20 Fastest-Growing Web Retailer Takes No. 3 Spot in Housewares & Home Furnishings Category, Joining Icons Williams-Sonoma and Crate and Barrel

Boston, MA – May 15, 2008 – CSN Stores LLC (www.csnstores.com) is now the third-largest housewares and home furnishings e-retailer in the country, exceeding \$200 million in 2007 sales. This ranking was just released as part of *Internet Retailer's Top 500 Guide* of the largest retail Web sites.

Compared to all retail sites regardless of category, CSN is now ranked No. 69 out of the Top 500, advancing 38 spots from last year's rank of 107. In terms of retailers that operate solely on the Web, CSN now ranks as No. 17.

“With an annual growth rate that reached 83 percent in 2007, CSN Stores now has the business model in place that enables them to grow as a niche retailer,” said Kurt Peters, editor in chief, *Internet Retailer*. “They are able to open 170 new niche stores and add 200 employees because they are serving their segments well.”

CSN Stores also ranked among the Top 20 in two other very significant categories: the fastest-growing online retailers and those with the largest sales increases.

“Growing this business has been extremely rewarding and our new industry rankings applaud the efforts and dedication of everyone here at CSN Stores,” said Niraj Shah, CSN's CEO and co-founder. “Offering a rare combination of unparalleled product selection, great customer service and significant savings has helped us to grow steadily each year and will be a key factor in our ongoing expansion.”

Internet Retailer's definitive ranking and analysis of America's 500 largest e-retailers is based on annual 2007 Internet sales, researched by *Internet Retailer* and confirmed by retailers. This report includes company financial, operational and performance data, as well as vendors in 18 key categories.

2008 is turning out to be a year of making several prestigious “short lists” for CSN Stores. Beyond the impressive *Internet Retailer* rankings, CSN was honored last month as the No. 4 fastest-growing private company in Massachusetts on a list of 60 *Boston Business Journal* Pacesetters. CSN was also one of the largest contenders on the list and was the state's No. 1 fastest-growing private e-commerce company.

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About CSN Stores: CSN Stores LLC, (www.csnstores.com), an Inc. 500 company, maintains over 200 Web sites in niche market segments, covering a wide variety of home and office goods. Selling over one million products, CSN offers consumers the largest selection of leading brands online, great service, and low prices. Stores include: AllModern.com, Luggage.com, BabyCarSeats.com, PubSets.com, HomeTheaterSeatingOnline.com, and WritingDesksAndMore.com. Shop easy at CSN.

About *Internet Retailer*: Published by Chicago-based Vertical Web Media LLC, *Internet Retailer* is a monthly national business magazine, Web site and directory serving the retailing community. The *Internet Retailer* family of

products focuses on the Internet's vital role in a wide array of retailing activities, including web merchandising, supply chain management and multi-channel integration. Its 40,000+ subscribers are senior executives primarily from retail chains, independent stores, catalogs, virtual merchants and brand name manufacturers. *Internet Retailer's* circulation represents the largest multi-channel readership base of any retailing magazine.

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