

CSN Stores LLC Opens Doors To Canada

Leading U.S. Retailer To Show Canadians How Easy Cyber Shopping Can Be

BOSTON, MA – August 20, 2008: CSN Stores LLC, ranked among the Top 3 U.S. online retailers of home furnishings and housewares, is now ready to offer Canadian consumers access to more than 200 e-boutiques, replete with well-known, branded products ranging from barstools to bedroom sets and greenhouses to game chairs.

Responding to hundreds of Canadian shoppers' requests, CSN spent the past six months reworking shipping logistics to offer nearly **one million** different home, office and garden products – in a hassle-free way – to its northern neighbors. Today marks CSN's official launch into Canada.

CSN's product lines run the gamut from traditional to ultra-modern in price ranges to fit almost any budget. Key sites under the CSN Stores umbrella include: AllModern.com, Cookware.com, Strollers.com, Luggage.com, BedroomFurniture.com, CSNLighting.com, EveryGameRoom.com, EveryPressureWasher.com, RacksAndStands.com, EveryStuffedAnimal.com, and WritingDesksAndMore.com to name just a few.

“We believe Canadian consumers have been underserved by their online shopping options,” said Niraj Shah, CSN's CEO and co-founder. “But now we can give Canadians the same wide selection of products, well-trained customer service counselors and savings opportunities that our U.S. customers enjoy. This is a big, exciting step for our company and we feel it will be a great benefit to Canadian online shoppers, as well.”

Simplified E-Shopping

CSN's technical teams have developed a one-of-a-kind, logistically simple shopping experience for Canadians, which is much more streamlined than other current online options.

“While many retailers can send goods to Canadian customers, those companies require customers to place additional calls and put in a lot of extra effort, including dealing with customs and other red tape,” said Steven Conine, CSN's Chairman and co-founder. “But here at CSN Stores, we have devised a very simple, self-serve process where no follow-up calls are required – a process that's unprecedented in the online furniture industry.”

CSN also partners with a number of companies that ship directly from Canadian warehouses, including brands like South Shore, Holsag, Copernicus, Nespresso, Apollo Health, and Zaneen.

Beyond offering greater ease in shopping, CSN has worked to reduce shipping surcharges, compared to what other U.S. companies require – all in an ongoing effort to continue its tradition of strong customer service.

Growing Beyond Current Borders

Founded in 2002 by two employees, CSN now employs 500+ people working in the Prudential Center, one of Boston's most-coveted office buildings. The company has grown from \$425,000 in sales in 2002 to \$200 million+ last year. Sales continue to rise steadily in 2008.

“CSN’s Canadian expansion is the next, very important step in growing our company, considering that Canada’s population approximates 32 million people,” Shah said. “Adding Canadians to CSN’s customer base opens up new and significant growth possibilities for us.”

For more information about CSN Stores, please go to [CSN Stores' News Center](#) or contact Chuck Casto (ccasto@csnstores.com) or Will Flanagan (wflanagan@csnstores.com).

About CSN -- CSN Stores, an Inc. 500 company, was ranked among the Top 3 leading online retailers in the housewares and home furnishings category by Internet Retailer in 2008, sharing its top category status with Williams-Sonoma and Crate&Barrel. Selling over one million products, CSN offers consumers the largest selection of leading brands available online, great customer service, and low prices. Stores include: AllModern.com, Luggage.com, CSNRugs.com, JustWineRacks.com, and EveryGameRoom.com. Shop easy at CSN.