

CSN Stores LLC Opens Doors To Canada

BOSTON, Aug. 21 /PRNewswire/ -- 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 200+ e-boutiques, replete with branded products ranging from barstools to bedroom sets and greenhouses to game chairs.

(Photo: <http://www.newscom.com/cgi-bin/pmh/20080821/NETH003-a>)

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, and CSNLighting.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."

CSN's technical teams have developed a one-of-a-kind, logistically simple shopping experience for Canadians, which is 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, 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."

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.

Founded in 2002 by two employees, CSN now employs 500+ people. The company has grown from \$425,000 in sales in 2002 to \$200 million+ last year. 2008 sales continue to rise steadily.

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