

CSN Stores Continues Internet Invasion Across The Atlantic With Several New Specialty Shopping Sites

Third-Largest U.S. Home Goods Web Retailer Celebrates One Year Abroad
By Offering U.K and German Customers 500+ New Home Product Options a Day

Boston, Mass. – January 27, 2010 -- CSN Stores LLC, a Top 3 U.S. online retailer with 200+ specialty sites, is celebrating the one year anniversary of its arrival into the United Kingdom and Germany by aggressively strengthening its selection of home essentials for e-shoppers, preparing to add 15,000 new items per month in 2010. Since opening its doors to Canadian consumers in August of 2008, CSN has continued its evolution into a global brand, launching five sites in the U.K. and three in Germany within the past year.

CSN's e-boutiques in the U.K. and Germany have introduced British and European shoppers to convenient, hassle-free online shopping within the [home furnishings](#) and housewares markets, two arenas previously underserved online. Now, with eight international sites and over 40,000 items, from desks to dressers, and slow cookers to outdoor lights, CSN has emerged as a one-stop destination for U.K. and German homeowners.

“We are very pleased with our progress across the Atlantic and strive to set a higher standard in e-shopping globally,” says CSN CEO Niraj Shah. “Right now, our active sites convey our principle philosophy, to make online shopping easy, and we look forward to entering new markets and categories as we continue to expand.”

First and Future Steps:

The company's first overseas site, [CookwareByCSN.co.uk](#), underwent a name change in June of '09 and has continued to develop since its debut, adding over 60 new [cookware](#) brands, including Circulon, Emile Henry, and Raymond Blanc and now the site carries more than 8,000 cooking must-haves, from cake tins to casserole pots and woks to whisks. The site has also recently entered the glassware, [cutlery](#), and small electric categories, enhancing its assortment of kitchen essentials.

With [LightingByCSN.co.uk](#), CSN mimicked [CookwareByCSN](#)'s successful formula – an emphasis on unparalleled selection, service, and savings – to create a lighting site that provides U.K. consumers with an easy, all-inclusive shopping experience within a previously complicated category. CSN followed the launch of its [lighting](#) site by seamlessly transitioning into the furniture market with [FurnitureByCSN.co.uk](#) and [TVStands.co.uk](#). Combined, these sites feature over 15,000 home essentials, including wardrobes, [desks](#), [dining tables](#), sofas, and barstools, from top brands such as Bush Europe, Christian Harold, Coach House, and Caxton.

“With the launch of [FurnitureByCSN](#), we have opened up our offering to become a destination shop for customers looking for products for the entire home,” says John Kennedy, managing director of CSN U.K. “Over the past six months, we've built out a substantial selection of [furniture for the bedroom](#), living room, dining room, and home office.”

With additional niche sites set to debut in the coming months, including a new modern e-boutique, AllModern.co.uk, and an outdoor furniture site, CSN Stores plans to continue its expansion into the U.K throughout 2010 and beyond.

Mirroring its rapid site progression, CSN's U.K. team has also continued to grow. Its London office doubled its staff in '09 and its European headquarters, located in Galway, Ireland plans to hire over 200 people in the next 2-3 years.

And outside of the U.K., CSN's global objective thrives as it builds a similar shopping platform in Germany. Already, Kuecheundhaushalt.de and LeuchtenbyCSN.de, cookware and lighting sites respectively, feature over 20,000 top brand items for the kitchen and home. With plans to launch MoebelByCSN.de in the coming months, a furniture specialty store, CSN aims to offer German consumers the same kind of convenient, savings-based e-shopping that U.S. and U.K. consumers have come to expect from a CSN Store.

About CSN

Founded by Niraj Shah and Steve Conine in 2002, CSN now employs over 500 staffers working in the Prudential Center and 177 Huntington Ave., two of Boston's most-coveted office buildings. An Inc. 500 company, CSN is ranked among the Top 3 leading online U.S. retailers in the housewares and home furnishings category by Internet Retailer. In August of '08, CSN began shipping to Canada, marking the start of its international expansion. In January '09, CSN launched its first U.K. site. To learn more about CSN Stores, visit CSNStores.co.uk and CSNStores.de. Shop easy at CSN.