

Money Growing on Trees: Online Retailer, UnbeatableSale, Makes Greening Irresistible While Helping Customers Counter Soaring Gasoline Prices

For Immediate Release

LAKESWOOD, N.J./EWORLDWIRE/Jan. 29, 2008 --- UnbeatableSale is fast becoming the choice for consumers clamoring to counter their carbon footprint emissions while at the same time meeting the public's growing concerns about record-high gas prices - a greener no-brainer.

"People make choices everyday, which are influenced by their values and budgets," said UnbeatableSale President Mike Martin. "Why not offer the public an opportunity to make purchases that consider environmental impact, while decreasing the impact their buys make on growing household expenses? While UnbeatableSale can't directly do anything about the actual price of gas, we can offer consumers the best option that lets everyone take action on how often they need to buy it."

Last summer, the world's largest retailer launched its own campaign, dubbed internally by the company as "Operation Unbeatable," slashing prices on brands and foods for the July 4 holiday. UnbeatableSale's common, everyday prices on its product line of over 200,000 items counters any needs to discount. With 35 years of experience in the direct marketing and consumer goods industries, UnbeatableSale management works on the predicate that the company's unique and distinct niche marketplaces are available at the right price for wholesalers looking to grow their business and for shoppers looking to uncover a low-cost bargain or food. From consumer electronics, to high-end kitchen and home decor consumers, UnbeatableSale focuses on the public's need for speed and ease without loss of quality, value or expert services; using the Internet allows people to compare prices quickly and efficiently, and then return for product purchases to '<http://www.UnbeatableSale.com>'.

"Leading news organizations and analysts assert that the strain on wallets is not likely to ease significantly anytime soon," added Martin. "The attraction of consumers to online shopping and UnbeatableSale ('<http://www.unbeatable.com>') is more than a search for a way to save money on gas - it's also a quest to take advantage of the right site and its immense purchasing power to attain the best pricing - complemented by an eco-friendly bonus."

"Competition online is fierce and drives most retailers to lower prices or offer coupons to gain a competitive edge - UnbeatableSale leverages its considerable influence with name brand manufacturers to offer everything from consumer electronics, to personal and baby care, and furniture, at the best prices available anywhere."

According to Forrester Research, online purchases still make up only 7 percent of total retail sales. "As more people recognize that it takes more than switching to mass transit or carpooling to maintain quality of life and achieve cost-efficiency, successful companies in the marketplace will need to look at consumers in a different way and adapt to buyers' desire for access to quality products and freedom of choice," stated Marting. "UnbeatableSale is truly unbeatable in the Internet space."

To learn more about expanded international shipping options and about corporate and bulk orders accounts, contact Eli Fisher at 732-363-0606.

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