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## eCOST.com Draws Big Crowds For Black Friday/Cyber Monday

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*Total number of unique visitors to eCOST.com increases 17% on  
Holiday weekend*

**EL SEGUNDO, Calif., December 2, 2009** – Big deals promoting products with typically higher profit margins help eCOST.com successfully kick off the 2009 Holiday season on the Black Friday/Cyber Monday weekend, with unique visitors up 17% and gross profit higher than the same period last year.

While product demand was widespread, the hot products this holiday weekend were:

- Netbooks
- High Definition LCD TV's
- Digital Photo Frames
- XBOX 360 Pro Gaming Consoles
- iPhones & iPods

The 2009 Black Friday/Cyber Monday weekend refers to the five-day period from November 26, 2009 to November 30, 2009, as compared to the five-day period from November 27, 2008 to December 1, 2008.

Gary Guy, President of eCOST.com., stated, "This was an exciting weekend for eCOST.com as we look to buck the recession and drive improved financial performance. Our inventory sourcing strategy for this Christmas season has provided a win/win scenario for both our customers and eCOST.com. This year we made deeper purchase commitments into products and categories where we could offer great deals to our customers as well as achieve improved economics for eCOST.com. We believe that the early indicators of this strategy are quite positive as eCOST.com is showing higher overall web visitor activity and a more profitable mix of product sales."

"With price conscious shoppers watching every dollar, we have pushed even harder this holiday season to offer exciting deals on hundreds of thousands of products. We looked to stimulate our customers with our 'Secret Sale' marketing program that offers deeply-discounted prices on merchandise, and, many offers include free shipping. This new program

has been tremendously successful and helped us increase the number of unique visitors to our site by 17% compared to the same holiday period last year,” continued Mr. Guy.

Secret Sale is an exclusive eCOST.com feature which offers deeply-discounted new, recertified and closeout merchandise. In addition to the unbeatable pricing, many of the offers will also include Free Shipping! Secret Sale will include amazing offers on eCOST.com’s hottest products, including notebooks, home electronics, cameras, LCD TVs, netbooks, iPods, and more. Quantities for each Secret Sale will be limited to a certain number of units per product and once it is sold out, the Secret Sale for that product will be gone forever! New Secret Sales will be offered as frequently as manufacturer supplies allow and, in some cases, multiple Secret Sale offers will be available daily.

Accessing eCOST.com’s Secret Sale secret sale is easy: 1) click on the “Secret Sale” logo within your daily eCOST.com HotSheet email; 2) enter your email address and the secret code provided to join the Secret Sale; and 3) be sure to check each day for the updated 24-hour Secret Sale code.

#### **About eCOST.com**

eCOST.com is a leading multi-category online discount retailer of high-quality new, “close-out” and manufacturer recertified brand-name merchandise for consumers and small to medium size business buyers. The eCOST.com brand markets more than 300,000 different products from leading manufacturers such as Sony, Hewlett-Packard, Denon, JVC, Canon, Nikon, Panasonic, Toshiba, Microsoft, Dyson, Samsung, Garmin, Western Digital, iRobot, Black & Decker and Cuisinart, primarily over the Internet and through direct marketing.

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