

NEWS RELEASE

HandbagHeaven.com and HandbagPlanet.com merger completed

INDIANAPOLIS, IND. (Dec. 1, 2008): HandbagHeaven.com announces that its merger with HandbagPlanet.com is now complete.

Late October, it was announced that all inventory from HandbagPlanet.com would be moved to HandbagHeaven.com. Those who had previously familiarized themselves with HandbagPlanet.com as their source for discount handbags were redirected to HandbagHeaven.com.

HandbagPlanet.com now redirects to HandbagHeaven.com.

“The merger of the two handbag sites was successful for us because HandbagHeaven.com had previously established a large customer base that would be beneficial to us in introducing new products,” says Randy Stocklin, President of HandbagHeaven.com.

HandbagPlanet.com held a contest entitled “24 Handbags in 24 Hours” in preparation for its launch on Oct. 15 as a discount handbag online retailer. More than 64,000 handbag lovers entered the contest for a total of more than one million entries all together. Entrants were encouraged to share the contest excitement via social media outlets such as Facebook, MySpace, Twitters, and blogs in order to improve their chances of winning.

Founded in 2004, HandbagHeaven.com offers more than 350 styles of quality handbags at affordable prices. Dedicated to providing the best service and shopping experience possible, HandbagHeaven.com backs all merchandise with a 45-day return policy and 100% satisfaction guarantee.

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Contact Info:

Bridget Johnson
Director of Audience Development
One Click Internet Ventures, Inc.
1064 Greenwood Springs Boulevard, Suite F
Greenwood, Indiana 46143
(317) 644-1624 ext. 107
bridget@oneclickventures.com