

## NEWS RELEASE

Affordable Style adds watches to network of online fashion accessory retail stores

INDIANAPOLIS, IND. (June 1, 2009): Affordable Style announces the launch of InexpensiveWatches.com, the newest addition to a network of online discount fashion accessory stores owned by the company.

The decision to acquire the new space in the fashion accessories market came after realizing an opportunity in the online space for a watches retailer that could provide quality watches for prices lower than their designer counterparts.

“Consumers want to cut costs without sacrificing style,” said Randy Stocklin, President of Affordable Style, “and the addition of InexpensiveWatches.com only adds to our company’s mission to provide high-quality items at an affordable price.”

The new store offers a selection of more than 200 styles including selections for both men and women in categories such as casual, dress, sport, fashion, classic, bracelet, and bling.

InexpensiveWatches.com also offers free standard shipping on all order and same-day shipping for orders placed before 2 p.m. EST. Dedicated to providing the best service and shopping experience possible, InexpensiveWatches.com backs all merchandise with a 14-day return policy and 100% satisfaction guarantee.

Based near Indianapolis, Indiana, Affordable Style is a parent company to six other online retailers in the fashion accessories space online: <http://www.SunglassWarehouse.com>, <http://www.HandbagHeaven.com>, <http://www.ABCNeckties.com>, <http://www.SilverTreats.com>, <http://www.AffordableScarves.com>, and <http://www.ReadingGlassesShopper.com>.

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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](mailto:bridget@oneclickventures.com)