

One Click Internet Ventures Expands Out of Accessories Niche with Acquisition of TravelProducts.com

INDIANAPOLIS, IND. (July 31, 2010): On Friday, July 2, One Click Internet Ventures acquired TravelProducts.com, a website offering various travel accessories, from outlet adapters to airplane pillows to camping gear to miniature toiletries. This new acquisition marks the first venture for the company outside the fashion accessories niche.

Due to One Click Ventures' recent increase in warehouse space, the company was able to make room for the addition of the new website and its inventory. As warehouse space was doubled, future acquisitions are likely once the success of Travel Products has been analyzed. Additionally, the number of employees at One Click Ventures has more than doubled in the past year, so the company is well-positioned to take on additional business projects.

The decision to enter the travel accessories market was an easy one for One Click's business development team. This market is appealing because of the growing need for quality travel accessories at good prices. According to Josh Owens, Director of Business Development, "The cost of travel has increased considerably in the last five years, even on small things like in-flight blankets and pillows. I think we have a great opportunity to grow a business in a lasting market that can be very useful for current and new customers of our company."

TravelProducts.com was an ideal acquisition because it speaks directly to what One Click wants to offer its customers – practical goods at practical prices. Also, since the site was founded in 1996, it is already well-established in this market. "I think it is the perfect domain for us in the travel products industry," Owens stated.

Owens is confident about the future of TravelProducts.com and One Click Ventures. "It will be exciting to bring in new products to the company, which opens up an entire new set of customers to our existing stores. I think we will have almost immediate success with TravelProducts.com. I'm excited to see the customer reaction."

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