

Buy.com Reports Cyber Monday Was Best Day in Company History

ALISO VIEJO, Calif., Dec. 1 /PRNewswire/ -- Leading online retailer Buy.com® today reported that Cyber Monday - the Monday after Thanksgiving that marks the kickoff of online holiday shopping - was the biggest sales day in company history, surpassing its Cyber Monday record set in 2008. Additionally, sales through Buy.com's Marketplace of third-party sellers grew by 138 percent this Cyber Monday, compared to Cyber Monday 2008.

Thanks to the most competitive prices on millions of products, continued retailer additions to Buy.com's industry-leading Marketplace and new product offerings, shoppers flocked to Buy.com on Cyber Monday in record-breaking numbers looking for the best online deals.

"Our Cyber Monday performance following a strong Black Friday continues to point to consumers embracing Buy.com's niche in retailing - the most competitive pricing on millions of products," said Neel Grover, Buy.com CEO and President. "We experienced very strong sales in all categories, led by sales in consumer electronics and technology products, while our largest growth categories were jewelry, apparel, home and outdoor, and videos. We are predicting continued significant gains from our Marketplace sellers, which make up more than 30 percent of our site orders."

About Buy.com

With more than 12 million customers, Buy.com is a leading retail marketplace, focused on providing its customers with an enjoyable shopping experience and a broad selection of high-quality technology and entertainment retail goods at the most competitive prices. Buy.com offers millions of products in a range of categories, including consumer electronics, computer hardware and software, cell phones, books, music, videos, games, toys, bags, fragrance, home and outdoor, baby, jewelry, shoes, apparel and sporting goods. Founded in June of 1997, Buy.com is headquartered in Aliso Viejo, California. Buy.com® is a trademark of Buy.com Inc. Buy.com currently competes with a variety of companies that can be divided into two broad categories: (i) retailers and ecommerce marketplaces such as Wal-Mart and Sears and (ii) specialty retailers or manufacturers such as Barnes & Noble, Best Buy and Dell.

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