

## **Swiss Watch International Reports Two Best Sales Days In Company History On Cyber Monday and Black Friday**

### **Prominent e-Commerce Leader Kicks Off Holiday Season With Record Setting Days**

AVENTURA, FL, December 4, 2013 - A leader in the watch and luxury lifestyle industry, Swiss Watch International (The SWI Group) reported its two biggest selling days in company history on Cyber Monday and Black Friday with a 111% gross sales year-over-year increase for the four day selling period.

Thanks to offering the lowest prices on today's top-selling watches, shoppers flocked to the groups leading watch retailers WorldofWatches.com, TheWatchery.com and eWatches.com in record-breaking numbers on both Cyber Monday and Black Friday. WorldofWatches.com site's traffic increased over 45% on these two major selling days and the afternoon and evening hours reached a record volume of visitors during the two days.

"We're very excited to have had our best-selling day in company history on Black Friday and to have broken our own record two days later on Cyber Monday," commented Russell Ackner, VP of Marketing for the SWI Group. "Customers spent 36% more per order than last year, added Ackner. "We exceeded our expectations for the two days and anticipate having an incredible holiday season this year."

Sales increases were seen across the majority of brands. WorldofWatches.com customers appreciated the breadth of product coupled with terrific sales and special discounts offered via onsite and email promotions on Cyber Monday and Black Friday. The top selling brands included Invicta, Swiss Legend, red line and Lucien Piccard watches, according to Ackner.

"Shoppers can always rely on WorldofWatches.com, TheWatchery.com, eWatches.com and our other e-Commerce partners for unbeatable savings, free shipping and the best selection of brand name watches and sunglasses this holiday season and throughout the new year," concluded Ackner.

### **About The SWI Group**

Established in 1983, the SWI Group is a leader in the watch and luxury lifestyle industry. Headquartered in Aventura, Florida, the SWI Group operates five popular online retail sites: WorldofWatches.com, EditorsCloset.com, eWatches.com, SmartBargains.com and TheWatchery.com. A leader in timepiece craftsmanship and design, The SWI Group's watch portfolio includes Swiss Legend, red line, a\_line, Lucien Piccard, Cabochon collections. In addition to their own brands, many of today's most sought after luxury brands such as TAG Heuer, Movado, Gucci, Chloe, Michael Kors and Invicta are featured on the SWI Group sites. The SWI Group was named "One of America's Fastest Growing

Companies” by INC Magazine in its annual INC 500 List, two consecutive years in a row.  
For more information, please visit [www.theswigroup.com](http://www.theswigroup.com)

WorldofWatches.com, eWatches.com, TheWatchery.com and SmartBargains.com offers its customers an extraordinary shopping experience with:

- Free Shipping on all domestic orders
- 100% Satisfaction Guarantee
- 30 Day Money Back Guarantee
- Special Discounts on Bulk Orders

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