



For more information on Shopatron contact a Shopatron Consultant at:

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Princeton Tec Partners With Shopatron

For Immediate Release

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Bordentown, NJ, October 17th, 2008 — Princeton Tec, the leading producer of outdoor lighting, has partnered with Shopatron, the leading provider of eCommerce solutions for consumer goods manufacturers.

Shopatron will enable Princeton Tec to strengthen their relationships with consumers and retailers, demonstrating an ongoing commitment to building a world-class customer experience. With Shopatron, Princeton Tec will be able to meet the demands of its consumers by providing a wide variety of delivery options, including the ability to pick up online purchases from local retail stores.

“This is a great opportunity for our retailer partners and customers,” said David Cozzone, Director of Domestic Sales & Marketing for Princeton Tec. “Consumers will now be able to make purchases from our online store and retailers will be able to fulfill these orders.”

“We are delighted to welcome Princeton Tec to the Shopatron community,” said Brian Clausen, president of Shopatron. “The Shopatron system helps Princeton Tec meet its goal of providing more purchasing options to its customers and improving their overall shopping experience. Offering this service will no doubt help position Princeton Tec’s dealers to expand their business.”

Princeton Tec joins many other sporting goods industry manufacturers who use Shopatron to facilitate shipment and in-store pickup of consumer orders from retail stores.

About Princeton Tec:

Since 1975, Princeton Tec's goal has been to support the outdoor community by building lighting products for the people who use them. Our products are designed to enhance all outdoor activities, crossing the boundaries from scuba and water sports; to camping and backpacking; to snow sports; alpine sports and road biking. For more information on Princeton Tec, visit www.princetonotec.com or contact Keith Cozzens at Base Camp Communications, kcozzens@basecampcomm.com or 307-734-7575.