

Mel Bay Offers Retailers Online Profit Opportunity

Shopatron Gives Every Retailer An Online Presence

SHOPATRON, AN e-commerce solutions provider, has added Mel Bay Publications as the newest name on its roster of music industry clients.

Shopatron will provide a secure online checkout service, which attaches seamlessly to Mel Bay's extensive catalog of publications. Mel Bay products purchased through the Shopatron-hosted checkout process will be credited to participating retailers. Initially, Mel Bay will make products available for purchase with shipment or in-store pickup in the United States. As Shopatron rolls out its site in the United Kingdom later this year, Mel Bay publications will also be included.

"We are always looking to better serve our customers," said Bryndon Bay, pres-

ident of Mel Bay Publications, Inc. "With Shopatron, Mel Bay dealers will make additional sales and profit from consumer orders placed online at www.melbay.com. We can offer our entire catalog to consumers for convenient online purchasing, while strengthening our relationships with retailers. It's a win-win situation that lets everyone succeed. As an added benefit, customers have the option to pick up merchandise in their local music stores."

"We are excited to welcome Mel Bay to the Shopatron community," said Ed Stevens, founder and CEO of Shopatron. "Mel Bay's strong commitment to retailers will drive growth immediately and long into the future. Consumers will be better served and will be more likely to



purchase a Mel Bay product when they visit the Mel Bay website."

Mel Bay joins more than 30 music industry manufacturers that use Shopatron's Coex Freedom order exchange to enable fulfillment of consumer orders by retail partners across North America.

Some of Shopatron's other clients include Berkley Fishing, Brooks Running, Callaway Golf, D'Addario, Johnson Outdoors, Mammut, MK Diamond, Nordica, Panasonic, Spy Optic, Stearns, and Thule. For more information and a full client list, visit ecommerce.shopatron.com.

www.melbay.com

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