

# Press1

Apparel EasyShop, a shopping cart system for selling clothing online, integrates with major shopping comparison sites.

## FOR IMMEDIATE RELEASE

LOS ANGELES, 11/12/2007 &ndash; Comparison shopping engines are search tools that retail customers use to find and compare prices when shopping online. The engines charge retailers a fee whenever a visitor clicks on the retailer's listing in search results.

These engines are a part of almost every online retailer's monthly sales and are becoming more popular. Shopping comparison sites received 4% more traffic overall in Aug 2007 vs Aug 2006. It is estimated that 64 million unique customers go through these shopping comparison sites every month!

In response to these trends ApparelEasyShop (<http://www.apparelcart.com>), a shopping cart system for selling apparel online, has added export integration with top shopping comparison sites like Shopzilla.com, Yahoo! Shopping, PriceGrabber, and Google Products.

Visitors per month for shopping comparison sites integrated with ApparelEasyShop:

Shopzilla.com: 21.64 million

Yahoo! Shopping: 17.84 million

Price Grabber: 4.69 million

Google Products: 4.31 million

ApparelEasyShop is a product of Focal Technology (<http://www.focaltechnology.com>) and AIMS TSI (<http://www.aimstsi.com>). ApparelEasyShop is targeted towards apparel manufacturers who want to sell retail online. The shopping cart system provides easy inventory and order management by integrating directly with AIMS, a complete apparel business management system for the apparel industry.

For over two decades AIMS has helped hundreds of small and mid-sized apparel companies grow to become large multi-million dollar companies with features such as order processing, inventory management, production & importing, accounting, EDI, website development, and e-commerce.

Focal Technology, a Microsoft Gold Certified Partner, offers a full line of products and services to the apparel industry, including web site design, hosting, on line shopping carts, and internet marketing. They have been recognized as providing reliable and high quality technology solutions at affordable prices.

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