



## 123Stores reports record sales for Black Friday & Cyber Monday

**December 1<sup>st</sup>, 2015, New York** - 123Stores, Inc, the Multi Channel Online Retailer, reported record sales over the long holiday weekend from Thanksgiving Day through Cyber Monday of over \$4.4 million, a 122% percent increase over last year.

“Holiday shopping started early this year as a large number of Black Friday promotions were available from the day of Thanksgiving itself. Accordingly, Thanksgiving sales were up 144% whereas Black Friday sales were up 124%”, 123Stores Founder Sharad Kajaria said in a release Tuesday.

Cyber Monday broke all records with the highest sales & units ordered in a single day. Cyber Monday sales were up 120% Y-o-Y. The highest growing categories were Home & Garden, Electronics and Toys & Games.

123Stores sold more than 85,000 units during the 5 day period, as compared to approx. 32,000 units last year, a growth of 160% Y-o-Y.

Amongst the Company's Marketplace Channel Partners, the Amazon Marketplace, the Ebay Sales Channel, the Sears Marketplace & the Bestbuy Marketplace saw impressive gains. The Newegg Marketplace witnessed the highest growth and Jet.com, our latest Marketplace partner, saw a great start.

“123Stores added many new brands to it’s catalogue during the year, and ran successful promotions for a large number of products. These partnerships were a win win for both the Brands & our Customers and we intend to grow these relationships into next year as well.”

About 123Stores, Inc.

123Stores, Inc. is a multi channel retailer with a strong technology backbone that combines supply chain logistics with real time customer data to create a compelling shopping advantage. The company is ranked #392 in the Internet Retailer 2015 Top 500 Guide and is ranked #1641 in the Inc. 5000 list of fastest growing private companies.