



123Stores reports 90% sales growth on Prime Day

July 13th, 2016, New York - 123Stores, Inc., the multi-channel online retailer, reported a 90% growth in sales, and an over 100% growth in the number of orders, on Amazon's Prime Day sale, held this year on July 12, 2016. The company brought in over \$1.0 million in revenues on this single day, as compared to \$530,000 last year.

"Prime Day which began as a mid-summer sales event last year, has become one of the most popular shopping days in the US, attracting traffic which is the fourth highest in the year, after Black Friday, Cyber Monday and Thanksgiving. Given the sales we achieved last year, we were well prepared to capitalize on this opportunity, which customers have come to enjoy so much! This year too, we were blown away by the traffic we received as sales increased significantly as customers enjoyed special promotions throughout the day. With days like these, our relationship with Amazon continues to strengthen further", 123Stores Founder Sharad Kajaria said in a release on Wednesday.

"For us, Amazon wasn't the only sales channel which saw heightened activity on Prime Day. Given the promotions that ran on other retail channels, our eBay & Sears sales channels also witnessed major spikes in sales. It being summer, it's no surprise that the items which ruled the charts were largely outdoor products like Swimming Pool & Backyard Accessories, Canopy Covers, Beach Chairs, Camping & Hiking Gear and so on.", he added.

About 123Stores, Inc.

123Stores, Inc. is a multi-channel online retailer, with a strong technology backbone that combines supply chain logistics with real time customer data, to create a compelling shopping advantage. The company, currently the 11th fastest growing online retailer, is ranked #262 in the Internet Retailer 2016 Top 500 Guide and #1641 in the Inc. 5000 List of Fastest Growing Private Companies.