

PRESS RELEASE

Internet shopping more popular than ever

The digital department store brands4friends reports new record: 2 million members

- Huge online shopping spree: 2 million bargain hunters flock to brands4friends
- Market leader revolutionizes club shopping

Berlin, 11 June 2009: New record! Only 20 months after its launch, Germany's leading online shopping club brands4friends boasts 2 million registered members. Every day as many as 10,000 new members sign up, making brands4friends Germany's largest shopping club and one of the fastest growing e-commerce communities in the world.

Today's modern department store is called brands4friends. Over 240,000 fashion and trend-conscious savers visit brands4friends every day. That's more than twice as many shoppers as Germany's largest department store has on peak days. In the digital department store you will find a large selection of items, including fashion and lifestyle products that are up to 70% below the manufacturer's recommended price.

The millions of shoppers rushing to make purchases are motivated by the fun of saving money and the appeal of buying original brand products at discount prices. Constantin Bisanz, founder and CEO of brands4friends, attributes the strong growth to the excellent value for money, the wide range of products and today's heightened awareness of the importance of price. "Our customers are absolutely fashion and price conscious, without making sacrifices in terms of brands, quality or reliability. With our wide selection, which is up to 70% below the manufacturer's recommended price, we've perfectly captured the spirit of the times."

A trendsetter and problem solver: brands4friends

The Internet has changed people's purchasing habits. In contrast to traditional department stores, the market leader brands4friends knows how to find just the right solutions for a price-conscious shopping experience. Every day brands4friends creates innovative, virtual brand worlds with thousands of photos, images and interactive widgets. The successful Berlin company accommodates the rising demand for designer and luxury brands, and occupies an outstanding position as the modern and digital department store of the future.

About brands4friends

brands4friends is Germany's largest online shopping club, with currently 2 million registered club members, who are on average 31 years old. Only 20 months after launching, brands4friends is one of the fastest growing e-commerce communities worldwide with up to 10,000 new members daily. brands4friends sells original goods from renowned fashion and lifestyle brands exclusively to its members at significantly reduced prices. brands4friends offers on a daily basis limited special offers for products from more than 350 brands, representing both overstocks from current collections as well as "off season" goods and special collections. brands4friends went online in September 2007 and currently employs more than 100 people at their headquarters in the center of Berlin. Founders and Managing Directors are Christian Heitmeyer (CEO) and Constantin Bisanz. Partech International, Mangrove Capital Partners, Holtzbrinck Ventures and other renowned internet [entrepreneurs](#) rank among their investors.

The business, operated by Private Sales GmbH, was awarded the Vision Award in conjunction with the "Visions: People. Media. Marketing." Congress and the Innovation Prize "Online Shop of the Year 2008" by the jury of the Mailorder Company Congress. In addition, brands4friends was named "INTERNET WORLD" business idea 2008". The founders of brands4friends were awarded the German Entrepreneur Prize in November, offered by the Harvard Business School Association of Germany e.V. In April brands4friends has received the prestigious Test Winner award from ComputerBild, Germany's largest computer magazine (Issue 10/2009).