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Cushion Source's Cyber Monday sales up 82.6%

MONTGOMERY, AL – On the biggest online shopping day of the year, Cushion Source increased its Cyber Monday revenue 82.6 percent over 2011, far higher than the nationwide online sales increase of 30 percent that was reported Tuesday by IBM.

During the four-day weekend from Black Friday through Cyber Monday, Cushion Source increased its sales by 167 percent over last year.

Scott McGlon, the Alabama-based company's president, credited his business's success to being able to intuitively connect with customers' needs and wishes, from image-rendering technology and faster load times, to convenient gift cards and limited-time discount offers for custom cushions, pillows, drapes and other home décor items.

"We spend every day working with our customers and with our technology to bridge what we call the 'visualization gap' – the uncertainty in ordering custom décor without seeing and touching the product, and without a storefront where customers can meet our team and see in person what we offer," McGlon said. "Our technology brings the customer into a virtual showroom, where they can see for themselves a very close representation of the beautiful products that will be delivered to their door."

While Black Friday has traditionally belonged to brick-and-mortar retail stores, Cushion Source was able break through the physical barrier and nearly quadruple its revenue during the day after Thanksgiving, compared to 2011's numbers. Nationally, online Black Friday sales topped \$1 billion for the first time, e-commerce reporting agency comScore announced Sunday. While impressive, this 26 percent nationwide increase in online sales is a drop in the bucket compared to Cushion Source's whopping 262 percent hike in revenue.

As indicated by comScore's report, smartphone and tablet shopping increased significantly during the four-day shopping weekend. Mobile and tablet users accounted for 17.5 percent Cushion Source's online sales during the four-day period, bringing in an incredible 1,127 percent more revenue from mobile devices versus the 2011 shopping weekend.

"Our team has been driven to provide a better shopping experience for mobile visitors, and this weekend's numbers are evidence that their hard work is paying off," Scott McGlon, president of Cushion Source, said. "We have converted the Cushion Source website to a responsive design that allows full functionality no matter your screen size, from smartphone to tablet to laptop."

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Cushion Source, a wholly owned subsidiary of Online Commerce Group, LLC, sells and manufactures custom upscale home décor and outdoor living products. The company was ranked in the Inc. 500/5000 list of the fastest-growing, privately-held companies in the United States in 2008 through 2011 as published by Inc. magazines. Visit Cushion Source at www.CushionSource.com, and learn more about Online Commerce Group's diverse family of online retail websites and web developing at www.OnlineCommerceGroup.com.

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