



December 3, 2013

Cyber Monday a Huge Success for Cushion Source

Previous year's record overtaken by 34.3% increase

MONTGOMERY, AL – On Cyber Monday, the biggest online shopping day of the year, Cushion Source increased its revenue 34.3 percent over 2012, much higher than the nationwide online sales increase of 16 percent that was reported by Adobe Systems.

Cyber Monday 2013 Compared to Cyber Monday 2012: Online Sales Set New Records

- Online sales grew by 34.3 percent over 2012
- Order flow increased by 52 percent
- Conversions hit an all-time high of 6.1 percent, up from 4.2 percent over 2012
- Traffic growth came mainly from tablet and smartphones, up 31 percent and 54 percent respectively
- Time on site increased by an incredible 50 percent

According to Adobe Systems, which tracks more than 1,000 retail websites, Cyber Monday sales rose 16 percent to a record \$2.29 billion. “Cushion Source doubled this growth at 34 percent by offering a 30 percent sitewide discount, which we’ve never offered before, not to mention deeply discounted gift cards,” said Scott McGlon, President and CEO of Online Commerce Group. “Customers came en masse, spent time on the site customizing home décor products, carted and checked out in record numbers.”

Nationally, online sales from Thanksgiving Day through Cyber Monday increased 16.5 percent over the same period in 2012 as reported by IBM. Cushion Source posted a 44 percent increase during the Black Friday through Cyber Monday period. On Black Friday, Cushion Source was able to achieve a 134 percent increase in revenue over 2012’s record.

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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.

Media Contact:

Kerry Lang

kerry.lang@onlinecommercegroup.com

334.558.0863