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Retailers On WRCobbOnline Platform Report Growth

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Press Releases - Supplier Announcements

East Providence, RI – Retailers using the WRCobbOnline platform reported significant growth during the holiday quarter of 2010 and in the first quarter of 2011.

These retailers support more than 3,000 locations and collectively they increased by all measures – number of sales, average price of sale, number of shoppers (as measured by unique visitors), and number of page views, according to WRCobbOnline.

“The growth of jewelry shopping and sales online during this year’s holiday season and in the first quarter of 2011 demonstrates the success jewelry retailers are achieving on our network,” says Roderick Lichtenfels, CEO of W.R. Cobb Company, parent company to WRCobbOnline.com division.

This benchmark is a significant insight into the continued shift by consumers to online purchasing versus brick and mortar shopping. “We saw significant increase in average sale – jumping 19 percent. The consumer continues to migrate both in number and in intensity to purchasing luxury products through trusted online retail experiences,” adds Lichtenfels.

WRCobbOnline is the interactive division launched by W.R. Cobb Co. six years ago.

In 2010, growth results were significantly higher than 2009:

Sales increased 123 percent in 2010 over 2009.

Average selling price has increased 19 percent.

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Number of items sold increased 101 percent over same period in 2009.

Total unique visitors to all Web sites increased 168 percent over 2009.

Total page views were up 155 percent over 2009.

70 percent of all sales were engagement rings and diamonds.

“Holiday sales on our network saw tremendous improvement over 2009. And, the first quarter of 2011 saw even greater improvement over 2010,” says Jay Gerber, Vice President of Sales and Marketing for WRCobbOnline, “Retailers on our network are seeing double digit growth – the WRCobbOnline retailers are seeing significant success both online and in-store.”

W.R. Cobb’s manufacturing facilities are located in Rhode Island – W.R. Cobb is one of the industry’s largest American manufacturers. In addition to the Rhode Island headquarters and manufacturing operations, it operates offices in Ireland, England, Vietnam, Thailand, India, and Hong Kong to name but a few.

Cobb/Ballou Findings operates sales offices in more than 20 countries around the world.

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