

# W.R. Cobb Online sees dramatic results in 2010 and 2011

*Technology platform drives sales success to more than 3,000 retail jewelry locations*

**(EAST PROVIDENCE, R.I.)**

Retailers on the WRCobbOnline platform realized tremendous 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.

“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,” said Roderick Lichtenfels, CEO of W.R. Cobb Company, parent company to WRCobbOnline.com division.

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

W.R. Cobb Company states WRCobbOnline, the interactive division launched six years ago, is the fastest growing interactive company in the jewelry industry.

In 2010, growth results were significantly higher than 2009:

- *Sales increased 123% in 2010 over 2009.*

- *Average selling price has increased 19%.*

- *Number of items sold increased 101% over same period in 2009.*

- *Total unique visitors to all websites increased 168% over 2009.*

- *Total page views were up 155% over 2009.*

- *70% 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,” said 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. They are 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 a few.

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

For more information on W.R.Cobb and their interactive division, WRCobbOnline please call 800-428-0040 or visit [www.WRCobbOnline.com](http://www.WRCobbOnline.com).