

Form: Sample Press Release – Web Site Milestone

Description: This is a sample press release concerning the reaching of a major milestone for a Web site. It is to be modified to the particular facts.

SAMPLE PRESS RELEASE – WEB SITE MILESTONE

For Immediate Release

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Internet Auction Site, Toys Online, Marks 5th Anniversary and Sells Most Toys

SAN ANTONIO (Nov. 18, ____) – Auctioning more than a million dollars worth of rare and foreign dolls and toys in October, Toys Online (www.toysonline.com) marks its 5-year anniversary with record-breaking news. Surpassing its previous record of \$100,000 for a single item, Toys Online has just auctioned a \$150,000 vintage doll, illustrating that electronic commerce is alive and well. In less than 5 years, Toys Online, presented by Baby Dolls Online (www.babyonline.com), has become the largest toy and doll auction site on the Web, receiving more than 100,000 bids in more than 1,000 auctions.

“What a way to mark our 5th year in business! Auctioning off an 1884 rag doll for \$150,000 is absolutely amazing,” said Nicholas M. Hudgins, President of Toys Online. “The winning bidder from Chicago got himself a real find, and I am glad Toys Online made it all happen.” The record sale is a Native American rag doll from 1884 in perfect condition. The historical figurine can be viewed by visiting the site at www.toysonline.com/ragdoll.html.

About Toys Online

Toys Online, located at www.toysonline.com, was launched in 2002 to capture the fragmented doll and toy marketplace and consolidate it on the Internet. Today, Toys Online has more than 10,000 buyers transacting \$50 million annually in rare and foreign toy and doll collectibles per year.

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