



## **Stikr.com Announced The Launch Of New Shopping Portal Site**

*Stikr.com today announced the launch of its new shopping portal site at <http://www.stikr.com>. The user-friendly consumer shopping site indexes and categorizes over 1,300 of the largest online merchants, with 2,400 listings in 35 categories.*

For Immediate Release

EAST ISLIP, N.Y./EWorldWire/July 7, 2006 --- With this launch Stikr.com strives to bridge the gap between traditional search engines and contemporary affiliate marketing sites. Its goal is to list and categorize all of the most established and respected online merchant sites, regardless of business affiliation, and to present the results in an appealing, user-friendly format that will greatly enhance the online shopping process.

The overall experience of conducting an online shopping trip via Stikr.com is equivalent to visiting the local mall, albeit one with 1,300 shops. The listings are extremely concise and the links are category-specific whenever possible. For example, when clicking on the Amazon link within the "Beauty" category a new browser window will open directly to the beauty and cosmetic department within Amazon. The Stikr.com merchant listings are extensive, and include premium high-end designer shops (Bergdorf, Tiffany, etc.) as well as mass-market retail giants such as Wal-Mart, Best Buy and Dell. Staking out the middle ground are hundreds of specialty stores, travel merchants, and boutiques that are much less well known.

Stikr.com plans to aggressively expand the site to keep pace with the rapidly evolving online retail arena. The next major enhancements are planned for August 2006 when they will include category-specific "hot deals" and "Web specials" direct from the merchants. Future additions, including in-site search functionality and newsletters, will be forthcoming.

### **About Stikr.com, Inc.**

Stikr.com Inc. designs, maintains and publishes the online shopping portal Stikr.com. Established in 2005, it is a privately held corporation based on Long Island, N.Y.

For more information, visit the Stikr.com Web site at <http://www.stikr.com>.

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