



## PRESS RELEASE

December 4<sup>th</sup> 2009

### **EAST DEVON RETAIL GROUP LAUNCHES ECOMMERCE SITE**

**The Directors of Fields of Sidmouth are pleased to announce the launch of a new ecommerce (Online Shopping) facility. This facility has been added to the following two existing company information websites:**

[www.fieldsofsidmouth.co.uk](http://www.fieldsofsidmouth.co.uk)  
[www.trinityhouseaxminster.co.uk](http://www.trinityhouseaxminster.co.uk)

**Director, Trevor Roberts commented:**

“ We have planned this initiative for some time and now seemed the perfect opportunity to launch and take full advantage of what we are told is an ‘improving’ economy.

Recently it has been reported that sales on the Internet have accounted for 17p in every £1 spent, and the Directors felt we must respond positively to this dramatic year-on-year growth in the online retail sector.

Being a family owned and managed company, we take great pride in the high standard of service our staff give to our customers, and we now want to extend this to online customers - they will receive exactly the same care and attention online as if they were physically shopping in one of our stores.

These are exciting times, and, as a company, we want to be recognised as a modern retailer catering for our customers’ retail needs in a positive, convenient and friendly way.”

At launch there are 3 initial ranges of merchandise offered for Online purchase – Lingerie, Cookware and Linens, however, in the following months additional merchandise will be added as the site is further developed.

To access the Online Shop directly go to <http://shop.fieldsofsidmouth.co.uk/>

~ PRESS RELEASE ENDS ~

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