



Market America Debuts at 66 Among *Internet Retailer's* Top 500 Companies

May 14, 2009

Internet Retailer recently announced its annual "Top 500" rankings, and Market America not only made the list for the first time, but debuted in the exclusive top 100, coming in at number 66.

TOP 500 GUIDE

The Top 500 Guide breaks down financials, operations, customer satisfaction, performance, marketing, corporate information, website features and functions, payment systems, and vendors. Additionally, those ranked in the top 100 are profiled more in depth with a corporate overview and 2008 highlights.

Internet Retailer identified Market America's launch of ma MyWorld, its dedication to improved site search, and the launch of ma Chatterbox among the significant achievements the company has made recently. Among mass merchants, Market America was ranked 13th in 2008 web sales – and among all retailers, offers the 4th highest amount of SKUs at 35 million.

Internet Retailer is the leading publication in e-commerce and its Top 500 Guide is used by thousands as a reference point for the world's top Internet companies. Inclusion among the top 100 Internet companies is further proof that Market America and its Customer Managers are taking their place as leaders in Internet Marketing and One-to-One Marketing. The print edition of the Top 500 Guide will be available in early June and can be purchased by visiting [Internet Retailer's Top 500 Guide website](#).

66. Market America	
Address	Company Overview
<p>Market America Inc. 10000 W. 10th Ave. Suite 1000 Denver, CO 80202 Phone: 303.733.1111 Fax: 303.733.1112 Website: www.marketamerica.com</p>	<p>Market America Inc., an online retail operator with 2008 web sales of \$220.5 million, is getting into the digital music business. In December Market America launched MA My World Music as a digital music destination that will be CE's featured on Veerart.com, digital downloadstore, iTunes.com and Apple Inc. and offers to upcoming events through Ticket Master and Tickets.com. "Market America will be in the music industry when America uses to focus, says CEO James Saper. "MA My World Music will allow users to access it or their favorite music needs, whether it be downloading music, checking out what the latest hits are, or reading the latest news about their favorite stars. The site will become a top destination to view, purchase and explore anything about a particular artist or musician as well as provide an outlet for a new class between fans and celebrities." Market America, which features 25 million SKUs in its e-commerce site but processes all transactions, also is updating its site SKUs with a new application from Google's Chrome. The new site search features semantic-based technology, which sorts and prioritizes data from various sources and to make and then compares the information and offers more relevant data. In July 2008 Market America launched MA Chatterbox, a social networking site. MA Chatterbox allows users to create personal profiles, upload photos from their computers or their accounts, create a media gallery using YouTube or SoundCloud, add neighbors, friends, and share messages for their members. MA Chatterbox offers all of these communities to come together and exchange ideas, comments, photos and share their thoughts on anything important to them. www.Sideline.com</p>
2008 Revenue	2008 Revenue
\$220.5 million	\$220.5 million
2008 Revenue Change	2008 Revenue Change
+10%	+10%
2008 Revenue by Segment	2008 Revenue by Segment
<ul style="list-style-type: none"> Music: \$100.0 million Books: \$50.0 million Electronics: \$50.0 million Home & Garden: \$20.0 million Travel: \$20.0 million Other: \$20.5 million 	<ul style="list-style-type: none"> Music: \$100.0 million Books: \$50.0 million Electronics: \$50.0 million Home & Garden: \$20.0 million Travel: \$20.0 million Other: \$20.5 million
2008 Revenue by Product	2008 Revenue by Product
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2008 Revenue by Region	2008 Revenue by Region
<ul style="list-style-type: none"> North America: \$150.0 million Europe: \$50.0 million Asia: \$20.0 million Other: \$0.5 million 	<ul style="list-style-type: none"> North America: \$150.0 million Europe: \$50.0 million Asia: \$20.0 million Other: \$0.5 million
2008 Revenue by Country	2008 Revenue by Country
<ul style="list-style-type: none"> USA: \$180.0 million Canada: \$20.0 million UK: \$20.0 million Other: \$0.5 million 	<ul style="list-style-type: none"> USA: \$180.0 million Canada: \$20.0 million UK: \$20.0 million Other: \$0.5 million
2008 Revenue by State	2008 Revenue by State
<ul style="list-style-type: none"> CA: \$50.0 million TX: \$40.0 million FL: \$30.0 million NY: \$20.0 million Other: \$80.5 million 	<ul style="list-style-type: none"> CA: \$50.0 million TX: \$40.0 million FL: \$30.0 million NY: \$20.0 million Other: \$80.5 million
2008 Revenue by City	2008 Revenue by City
<ul style="list-style-type: none"> Denver: \$100.0 million Los Angeles: \$50.0 million New York: \$30.0 million Chicago: \$20.0 million Other: \$100.5 million 	<ul style="list-style-type: none"> Denver: \$100.0 million Los Angeles: \$50.0 million New York: \$30.0 million Chicago: \$20.0 million Other: \$100.5 million
2008 Revenue by Product Line	2008 Revenue by Product Line
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The 2009 Edition of the Guide completely updates the comprehensive marketing and operating data and online sales information on each Top 500 e-retailer, which is the basis of our proprietary rankings. This edition once again expands the detailed profiles of each e-retailing business in the rankings that are written by our editors. We also added sections for social networking and shopping comparison site affiliations, site search features and functions and mobile commerce applications. An entirely revamped front section contains even more detailed stories and charts that examine in-depth the Internet and mobile commerce trends that are reshaping the retailing industry's future.

This all new and expanded **Top 500 Guide®** is an indispensable strategic reference tool for retailing on the Internet—a glossy, 436-page publication that's packed with all new financial and operational data on each of the 500 largest retail web sites in the U.S., including:

<ul style="list-style-type: none"> • 2008 Internet sales (new—basis of ranking) • Web sales from 2007, 2006, 2005 and 2004 (updated) • Social networking affiliations (new) • Comparison shopping site affiliations (new) • Site search features and functions (new) • Section on mobile commerce applications and m-commerce executive (new) • Parent company (new) • List of web site features & functions (updated) • Customer service features & functions (updated) • Monthly web traffic and unique visitors (updated) • Percent of traffic from search engines (updated) • Browser Satisfaction Rating (updated) • Percent of new vs. repeat shoppers (updated) • Vendors used in 21 solutions areas (updated) 	<ul style="list-style-type: none"> • Conversion rate (updated) • Top web management (updated) • Intent to Purchase Rating (updated) • Payment types, including cards and alternative methods, accepted (updated) • Detailed data on e-mail marketing programs (updated) • Number of affiliate marketing relationships (updated) • Web site speed rating (updated) • Performance consistency online (new) • Average sales ticket on web (updated) • Industry of corporate parent (updated) • Number of SKUs on the site (updated) • Merchandising category (updated) • Online availability rating (updated) • All URLs utilized (updated)
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Internet Retailer's new 2009 Edition of the **Top 500 Guide®** also provides expanded and compelling profiles on each of America's 500 biggest web merchants—the trailblazers who have made e-retailing the fastest growing segment of U.S. retailing. Researched and written by our staff editors, each profile details the corporate strategies and the merchandising and marketing tactics used by each e-retailer to gain a leadership position in the Internet retailing industry. Compiled after more than six months worth of research, the **Top 500 Guide®** provides valuable competitive information on each of the 500 biggest retail web businesses—data not available from any other source.

Because we base pricing on a high-volume sales model, all this valuable data can be yours for the single copy price of just \$65 plus FedEx shipping. **Order your copy now**, and the Top 500 Guide® will be sent to you via FedEx 3-day air (orders may take 24 - 48 hours to process).

America's Top Ten Retail Businesses					
Rank	Company	Web Sales Volume	Rank	Company	Web Sales Volume
1	Amazon.com Inc.	\$19.2 B	6	OfficeMax Inc.	\$3.1 B
2	Staples Inc.	\$7.7 B	7	Sears Holding Corp.	\$2.7 B
3	Dell Inc.	\$4.8 B	8	CDW Corp.	\$2.6 B
4	Office Depot Inc.	\$4.8 B	9	Newegg.com	\$2.1 B
5	Apple Inc.	\$3.6 B	10	Best Buy	\$2.0 B

Facts About America's Top 500 E-Retailers

By any measure, the 500 largest e-retailers in the U.S. that are ranked and profiled in detail in the **Top 500 Guide®**, are the trailblazers of the \$168 billion web-based retailing industry. Understanding them and how they achieved their leadership position provides a valuable lesson to all e-retailers on how to succeed in this growing segment of the retailing industry. To get a better idea of their power and scope as a group, here are some summary facts of the 500 e-retailers ranked in the 2009 **Top 500 Guide®**:

Growth Driver: As a group, the Top 500 grew their online sales by 11.7% in 2008 and accounted for a total of \$115.9 billion of the nation's \$178.2 billion in online retail sales.

Online Sales by Industry: A total of 152 (or 30%) of the Top 500 e-retail businesses in the U.S. are owned by store-based retail chains, 86 (or 17%) by catalog and direct-marketing firms, 56 (or 11%) by consumer branded manufacturers and 206 (or 41%) by web-only retailers. Because they control an even larger share of the biggest sites, retail chains accounted for 38.9% of online sales reported by the Top 500 in 2008, catalogers 17.2%, manufacturers 12.1% and pure plays 31.8%.

Top 100 Dominate: The Top 500 e-retailers account for 69.1% of all online sales, but the top 100 dominate. The top 100 control 55.3% of retail web sales.

The Web Outpaces Stores: While many chain retailers' web sales were growing, their comparable store sales were shrinking. In fact at 41 of the 50 biggest Top 500 chains in 2008, e-commerce revenue grew as comparable store sales declined. And at six, web sales declined, but not nearly as much as comparable store sales.

The \$1 Billion Group: In 2008, fully 27 companies recorded online retail sales of \$1 billion or more compared to just 21 the prior year.

Category Sales: Last year five of 14 merchandising categories in the Top 500—apparel/accessories, computers/electronics, health/beauty, mass merchant and specialty/non-apparel—exceeded or grew at the same rate as the overall e-commerce market.

Winners & Losers: In percentage terms, Charlotte Russe Holding Inc. achieved the best e-retail sales growth among the Top 500 with a 633% gain. Meanwhile Tempur-Pedic International Inc. turned in the worst performance with a decline of 40.3% in online sales. While the mass merchant sector grew fastest online with a 20% growth rate in 2008, the runner-up was not far behind. Online toys/hobbies retailers grew their combined sales by 19% to \$1.2 billion from \$1.0 billion in 2007. The merchants in the largest category (in terms of numbers of merchants) in the Top 500 Guide®—apparel/accessories—continued to show that shoppers have no qualms with buying fashions online. Combined 2008 web sales for this group rose by 12% to \$14.0 billion.

Social Networking Takes Hold: Almost three-fourths of this year's Top 500 e-retailers have a presence on one of the major social networking or social shopping sites. Of the 361 web merchants who are active on one or more of those sites, 284—or 79%—have a page or advertise on Facebook and 207—57%—have a video or commercial posted on YouTube.

Growing Executive Base: The 2009 Edition of the Top 500 Guide® provides contact information on 1,700 executives in the e-retailing industry.

Solution Providers: GSI Commerce Inc. was the most named e-commerce technology provider across multiple categories in the vendor listings of the Top 500 Guide®. GSI Commerce topped the vendor list with 332 mentions and was followed by Omniture Inc. with 280, Google Inc. at 258, Commission Junction at 209 and Coremetrics Inc. at 125.