

FOR IMMEDIATE RELEASE

## CSN Stores LLC, Leading Home Goods Online Retailer, Speeds Development with LiquidPixels LiquiFire® Dynamic Imaging

ROCHESTER, NY – June 10, 2009 – CSN Stores LLC and LiquidPixels, Inc. are pleased to announce CSN Stores' adoption of LiquidPixels LiquiFire® Dynamic Imaging Solutions on CSN's 200+ high-volume e-retail websites. CSN Stores is the third-largest online U.S. retailer of housewares and home furnishings, as ranked by Internet Retailer, and represents more than 1,000 suppliers. With an additional presence in Canada, the United Kingdom and Australia, CSN also was recently named to Internet Retailer's Hot 100 List of the best online retailers for 2009.

The team responsible for CSN Stores' image-rich sites was seeking a more efficient way to manage the multiple graphics that depict each of their 1 million+ products. Rather than individually creating a thumbnail and images of graduated sizes, with LiquiFire's dynamic imaging capabilities, CSN Stores can now use a single image which is resized on demand as the page is viewed.

Add to this the ability to access functionalities including: zoom-and-pan, colorization, 360° spin, e-catalog, content management, and product personalization and the CSN team is armed with a powerful tool-set for enriching their sites in a fraction of the time.

"CSN Stores typically adds more than 10,000 products per month to our 200+ websites," said Eric Klose, Vice President of Marketing at CSN. "With the LiquidPixels products, our team has cost-effective tools that will easily support our plans for an even more rapid expansion of our product lines. Images sell and there's no question that LiquiFire will be a competitive advantage for us."

Steve Kristy, LiquidPixels CEO, welcomes CSN Stores, LLC to LiquidPixels long list of valued customers. "We consider ourselves a true partner in the success of our clients," said Kristy. "So, it's important that new companies are able to be up and using LiquiFire in just days. This way they immediately begin to reap the benefits of dynamic imaging. Our support team helps them to extend their usage of the product and its features over time, making it easy to do a staged implementation. LiquiFire's flexibility in this regard is unparalleled in the industry."

CSN Stores, LLC is a \$200 million company offering an unparalleled selection of home goods including: cookware, barstools, bathroom vanities and tubs, cribs, strollers, stuffed animals, diaper bags, luggage and



other travel gear, bedroom sets, dining room sets, office desks, greenhouses, kitchen and laundry room appliances, and much more. To begin a tour of CSN Stores, visit [www.csnstores.com](http://www.csnstores.com).

### **About CSN Stores**

CSN Stores LLC, an Inc. 500 company, is ranked among the Top 3 leading online retailers in the housewares and home furnishings category by Internet Retailer. CSN maintains over 200 websites in niche market segments, selling over 1 million different products. CSN offers consumers the largest selection of leading brands available online, great customer service, and low prices. Stores include: AllModern.com, Cookware.com, Luggage.com, CSNOfficeFurniture.com, and FitnessEquipmentAndMore.com. CSN now serves customers in the U.S., Canada, and the U.K. Shop easy at CSN.

### **About LiquidPixels**

LiquidPixels is leading the imaging revolution. Built on open standards, its LiquiFire Dynamic Imaging Solutions integrate into existing Web and workflow environments, enhancing product creation and visualization while reducing production costs. LiquidPixels makes its patented technology available as a hosted service or via on-site enterprise servers with solutions that may be tailored to each customer's unique needs. Find out more at [LiquidPixels.com](http://LiquidPixels.com).

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