



**FOR IMMEDIATE RELEASE:**

## RealStores

Stores for everyone. For free!

[www.realstores.com](http://www.realstores.com)

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## **RealStores Secures Series A Funding From NYC Partners and Creative Commerce.**

*RealStores enters market with free ecommerce solutions.*

*New York, NY—* August 2007 RealStores, an ecommerce solutions provider that allows people to build, manage and market an online store for free, announced today that it has secured a Series A round of funding from NYC Partners, LLC and Creative Commerce, LLC.

RealStores is here to help small and mid-sized businesses create an online store presence to sell their services and products. It is not just another “shopping cart”; it is a free scalable, enterprise-grade, database driven ecommerce solution available to anyone selling products online. The wealth of “plug-and-play” features makes it easy for people to build a customized online store.

RealStores Vice-President of Technology Scotty Mackenzie explains, “The concept is simple; help build success and create a product that is easy to use. All accomplished by offering our enterprise level ecommerce solution for free.”

What differentiates RealStores from other online store platforms?

- FREE online store solution, including ecommerce hosting;
- NO monthly fees or sales commissions;
- Easy to use interface provides a positive user experience for the developer, designer and store owner;
- No programming skills necessary to have a free professional looking and enterprise level ecommerce site;
- Adding functionality is as easy as “click and save,” vs. learning proprietary coding languages;
- Free program updates, without interruption to your online store;



- RealStores has REAL free, live support!

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“We are excited to have NYC Partners and Creative Commerce as early investors,” RealStores President Michael Levine says. “The leadership and experience provided by each group are invaluable to both our early rapid growth and the long-term success of RealStores.”

### **About Creative Commerce**

Founded in 2006, Creative Commerce is an investment and strategy firm that invests-in and builds companies that drive commerce via television, the internet, and other electronic media. Creative Commerce portfolio companies include service providers, marketers of consumer and digital products, retailers, and content providers. They target companies, entrepreneurs, and personalities that require investment, strategy, and guidance on how to start, expand, or exit their businesses.

For more information, visit [www.creativecommerce.com](http://www.creativecommerce.com).

### **About RealStores**

RealStores, LLC is a leading provider of enterprise level ecommerce solutions for small and medium-sized businesses to create professional online stores, customized with their own branding and domain name. RealStores launched its full-service ecommerce solution to retailers in August 2007. For more information about RealStores visit [www.realstores.com](http://www.realstores.com).

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