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## **Alice.com Launches the 1<sup>st</sup> eCommerce Platform Optimized for the Consumer Packaged Goods Industry**

**Middleton, WI – January 12, 2010** Alice.com today announced that it is launching an eCommerce platform that enables Consumer Packaged Goods (CPG) manufacturers to create branded storefronts at their own web properties that drive incremental revenue and deliver a “learning lab” of consumer data and insights.

The Alice.com platform is a complete, end-to-end eCommerce solution that allows manufacturers to create storefronts that are fully customized in their own branded look and feel, yet share the Alice.com checkout and fulfillment process. This shared experience enables manufacturers to sell direct in a completely new way—one that allows consumers to purchase from multiple CPG manufacturers in a single shopping trip and receive one box of bundled goods direct to their door with free shipping.

“Manufacturer direct-to-consumer sales is a growing trend online,” says Brian Wiegand, co-founder and CEO of Alice.com. “But to date, there hasn’t been a workable eCommerce option for CPG manufacturers because consumers aren’t willing to shop across dozens of different manufacturer sites in order to fill their shopping basket. That’s why we are so excited to offer up this innovative solution that finally allows manufacturers to work together to sell to the mainstream shopper online.”

“Selling online is a big part of our multi-channel strategy at Vaska,” says Julia Fry, Founder and CEO of Vaska. “We were thrilled to have selected Alice.com to power our storefront and give our consumers all of the convenience of the Alice.com shopping experience, including free shipping whenever they buy a Vaska product.”

### ***A “Learning Lab” of Consumer and Marketing Insights***

By selecting the Alice solution, manufacturers also have access to a suite of interactive marketing opportunities and a rich set of consumer data that allows them to better understand their customer, develop new products, and build their brand.

“Today’s challenging retail landscape means that CPG manufacturers need to get closer to their customer and collaborate with their retail channels more than ever before,” says Mark McGuire, co-founder and President of Alice.com. “The Alice.com solution unlocks a host of consumer insights and transactional data the manufacturer can share with their retail partners to drive more sales.”

Alice.com is making its new eCommerce solution available to the 100+ Consumer Packaged Goods manufacturers that have joined the Alice.com platform. A number of manufacturers—ranging from Fortune 500 companies to smaller specialized brands—have already begun using the Alice.com solution to power their storefronts.

### **About Alice.com**

Alice.com provides eCommerce and interactive marketing services exclusively to the Consumer Packaged Goods (CPG) industry. The company's eCommerce platform allows CPG manufacturers to create branded storefronts that make it easy for the mainstream consumer to buy all of their household goods online. Co-founders Brian Wiegand and Mark McGuire have an entrepreneurial track record that includes three previous start-up successes: Bizfilings.com (sold to Wolters-Kluwer in 2001), NameProtect.com (sold to Corporation Services Corporation in 2007), and Jellyfish.com (sold to Microsoft Corporation in 2007).