



The Welding Accessory Experts

FOR IMMEDIATE RELEASE

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Arc-Zone.com Launches New Web Store

Carlsbad, Calif., December 1, 2007—Arc-Zone.com[®] Inc., the first internet-only company to sell welding and cutting accessories online, launches its new web superstore. The new store carries more products than before, and includes features that make shopping online even easier.

- Detailed photos and custom graphics for easy navigation
- Secure checkout to pay with credit card, PayPal or with your pre-approved Arc-Zone.com Account or store credit.
- Easy Sign-In for regular shoppers-- save your contact information and multiple shipping addresses, and track your order status.
- Real Time domestic and international shipping quotes from UPS, DHL, FedEx and the US Postal Service.
- Live Chat with customer service representatives from technical sales, shipping and even accounting.

- MORE -

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Arc-Zone.com Launches New Web Store, continued

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Behind-the-scenes the new Arc-Zone.com store offers many features so that Arc-Zone can continue providing quality products, superior technical consultation and unsurpassed service and support.

The streamlined content management system allows product to be added easily. "Welding is such a diverse industry," says Jim Watson, Arc-Zone.com's president and founder. "Discovering new products that improve weld quality, lower costs or minimize variables is one of the things I enjoy most about this business. Now once I've identified a high-quality, reliable source we'll be able to get these products to the market quickly."

Another feature that will benefit Arc-Zone's online shoppers is that account managers can add store credit to a customer's account or offer special pricing such as in the case of a school, distributor or reseller.

The entire store was developed using Zen Cart, by Arc-Zone's web developer Jon Wade. "Zen Cart is a well supported open source e-commerce solution with a diverse user / developer community that will allow us to continually modify the store to best serve our customers," says Wade.

Founded in June 1998, Arc-Zone delivers proprietary, brand name and OEM replacement parts and accessories for GMAW, GTAW and Plasma Arc Welding and Cutting applications to customers worldwide.

For more information, visit the Arc-Zone.com web site at www.arc-zone.com, call (800) 944-2243 or email sales@arc-zone.com.

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