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eDimestore LLC

Press Release

EDIMESTORE LLC announces opening of eDimestore.com

eDimestore aims its sights at 2008 with new web-based electronics store.

Chicago, IL, December 17, 2007: eDimestore LLC announced the opening of its new online consumer electronics venture, edimestore.com. The electronic retailer's website will carry over 10,000 in stock products which will ship from several warehouse locations across the United States. The wide range of product lines will target consumers as well as businesses interested in networking, storage and printing products.

The company was formed by several individuals with retail, technology, and startup experience and is privately funded. Because of a late start in 2007, the company plans to ramp up its advertising campaign after the New Year and focus on a strong 2008. David Sheehan, President and CEO, said "we are focusing on 2008 and are not going to try to compete in the already crowded holiday shopping season in 2007 as it will likely result in unnecessary losses for the company on marketing expenses".

About eDimestore LLC

eDimestore LLC is an online retailer of consumer electronics and computer products offering a huge variety, top brand names, and deep discount prices. For more information, e-mail info@edimestore.com or visit www.edimestore.com.

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