

Ability SmartSite Helps Mack's Prairie Wings Increase Online Orders by 22% and Traffic by 72%

For Immediate Release

Delray Beach, FL, December 2, 2008 – Despite the recession's impact on retail sales, Mack's Prairie Wings has seen incredible growth, due in large part to Ability SmartSite ecommerce software.

Mack's Prairie Wings, a multi-channel retailer of waterfowl hunting equipment disproves the myth that smaller retailers (under \$50 million) can't compete during an economic downturn. Even with retail trends showing online sales are lagging, September and October web orders at Mack's increased 22%. Online traffic for that same period increased 72%. Online sales are projected to be more than 30% of Mack's total sales this year.

In 2007, Mack's migrated to Ability Commerce's ecommerce platform. During the past year, they geared up for their 2008 season, using the cutting edge features available with Ability SmartSite.

Some of the biggest impact came from sending targeted emails to their shoppers. Using Ability SmartSite, Mack's set up protocols that automatically email shoppers with offers personalized to their shopping preferences and purchasing history. Additionally, Mack's used the software to further personalize customer ratings and reviews for waterfowl hunters. They also used Ability SmartSite to generate online discussions regarding products and tips on the item pages, where they are most effective. Larger images and more detailed product information also contributed to enhanced product merchandising.

Mack's recently upgraded to the 4.0 version of Ability SmartSite that contains additional features including built in functionality to improve SEO, sales conversions and up-selling and cross-selling. The recent upgrade will further increase traffic from search engines, as well as improve the rate of return traffic.

"We're very proud of the growth we've had this year," said Cheryl Raney, CFO of Mack's Prairie Wings. "Having the right ecommerce software lets us take advantage of opportunities despite what's going on with the economy."

About Mack's Prairie Wings

Mack's Prairie Wings (www.mackspw.com) is a multi-channel retailer selling through a 104,000 square foot superstore in Stuttgart, Arkansas. They also mail a 148 page catalog and maintain an ecommerce website with more than 21,000 SKUs. Mack's is known throughout the world for having the best selection of waterfowl-specific hunting equipment and clothing.

About Ability Commerce

Ability Commerce (www.abilitycommerce.com) designs ecommerce software and solutions to meet the specific needs of catalogers and direct marketers. Together with their parent company, Marketing Concepts, they employ more than 120 staff members with offices in Delray Beach, Florida and Spicer, Minnesota.

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