

Rimmer Bros. Signs with Ability Commerce and Marketing Concepts

Delray Beach, FL, September 12, 2008 – UK-based Rimmer Bros. (www.rimmerbros.co.uk) has officially signed with Ability Commerce to implement Ability SmartSite ecommerce software and with Marketing Concepts to provide outsourced internet marketing services.

Ability Commerce (www.abilitycommerce.com) will design and implement a new ecommerce website for Rimmer Bros. The new Ability SmartSite ecommerce store is scheduled to launch in January of 2009. When complete, Rimmer Bros. will have an ecommerce website with advanced functionality that follows best practice guidelines and integrates with their order management system.

Additionally, Marketing Concepts will provide outsourced internet marketing services including: content management, ad management, shopping channel management, taxonomy research, affiliate marketing management, email marketing management, and other related online marketing activities.

The Ability SmartSite implementation, combined with outsourced ecommerce marketing services, will allow Rimmer Bros. to increase the number of orders taken via the web while they focus on their core strengths of merchandising and order fulfillment.

About Rimmer Bros.:

Rimmer Bros. is a leading mail order provider of British automobile parts. They offer 22 catalog titles specializing in Classic Triumph's, MG Rover, Land Rover, Range Rover and Rover SD1 automotive parts and accessories. Rimmer Bros. was founded in the early 1980s, and has grown to be one of the leading organizations of its kind in the world, supplying parts worldwide to an ever increasing list of customers in more than 100 countries.

About Ability Commerce:

Ability Commerce, a Marketing Concepts company, is a 120-person ecommerce solutions provider that offers ecommerce software and outsourced professional marketing services. Their solutions are designed to meet search engine optimization and best practice design standards. Their clients include direct marketing and multichannel merchants like American Musical, an Internet Retailer 500 company.

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