

Ability Commerce Client, American Musical Supply, Recognized as BizRate Circle of Excellence Platinum Award Winner

Delray Beach, FL, September 16, 2008 – American Musical Supply (www.AmericanMusical.com), a leading online retailer of musical equipment, was recently recognized as a BizRate Circle of Excellence Platinum Award Winner. American Musical Supply is one of only 81 Internet retailers that met the stringent customer service criteria set by BizRate Research.

The Circle of Excellence recognizes the BizRate Research online retailers who demonstrated outstanding performance throughout the year. Over 3000 quality, consumer-rated online merchants were considered for the awards. The awards are based on the direct feedback, collected at the point-of-sale and after delivery of goods, from customers concerning seven key satisfaction metrics including: Overall Satisfaction, Product Selection, Ease of Finding Products, Repurchase Intent, Product Met Expectations, On-time Delivery, and Customer Support.

To earn the exclusive Platinum Award, American Musical Supply consistently demonstrated exceptional performance in all six of BizRate's customer satisfaction criteria from September 1, 2007 to August 31, 2008.

"I want to congratulate American Musical Supply and the staffs at Ability Commerce and Marketing Concepts on this outstanding accomplishment," said Diane Buzzeo, President of Marketing Concepts. "This is a tough award to win. Every part of your online business including: the website, your customer service, your shipping department and even your purchasing group need to come together to exceed customer expectations every day, 365 days in a row, without fail."

Ability Commerce (www.AbilityCommerce.com) provided the easy-to-use, customer-friendly ecommerce platform using Ability SmartSite. Their parent company, Marketing Concepts (www.MarketingConcepts.com), provided customer service and American Musical Supply delivered high quality products that shipped to customers on time, as promised. Together, all three companies created an ecommerce experience that makes shoppers want to come back again and again.

"American Musical Supply is the perfect example of what it takes to be a Circle of Excellence Platinum Award winner," said Lori Hutchinson, Quality Assurance Specialist, who led the BizRate excellence initiative at Marketing Concepts. "To meet the strict BizRate standards, we established our own criteria for exceeding shopper satisfaction. We demanded the American Musical Supply site offer shoppers a simple and straightforward checkout process, advanced search options, customer product reviews, customer forums, and price matching. We

got all of that with Ability SmartSite. We also demanded our marketing group have the ability to easily create daily specials, send weekly e-newsletters, update product information, change banners, and upload multiple images. We got that with Ability SmartSite too.”

Together with Ability SmartSite and Marketing Concepts, American Musical Supply has found a winning formula for website success.

About American Musical Supply

American Musical Supply, number 205 on the Internet Retailer Top 500, is a national multi-channel marketer of musical instruments and sound equipment. They offer a complete selection of musical supplies and accessories at great prices. Their retail store and headquarters are located in Midland Park, New Jersey.

About Ability Commerce and Marketing Concepts

Ability Commerce designs ecommerce software and solutions to meet the specific needs of multi-channel merchants. Their parent company, Marketing Concepts, is a leader in the direct marketing industry, providing outsourced professional marketing services, call center and catalog production. Together, the two employ more than 120 staff members with offices in Delray Beach, Florida and Spicer, Minnesota.

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