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## **Amid Record Sales, CableOrganizer®.com Appoints New Director of Business Development**

*Four-year-old “garage startup” turned international industry behemoth forecasting a 28% sales increase to close 2006 at \$8 Million; Names Roshelle Jones-Hirvonen Director of Business Development*

**FORT LAUDERDALE, Fla., June 20, 2006** – Cableorganizer.com, among the world’s leading purveyors of cable and wire management-related products for use by individuals, hospitals, government offices and corporations of all sizes, today announced that in addition to its 2006 year-end forecast that product sales are tracking to increase a full 28% to \$8 million over the \$5.7 million realized the year prior, it has also already achieved a 14% increase in the number of individual customer accounts serviced that, as of June 2006, registers at over 80,000 worldwide, including many leading global brands and venerable organizations. The company also announced that it has named e-Commerce industry veteran Roshelle Jones-Hirvonen director of business development.

“Although not named in *Internet Retailer’s* 2006 ‘Top 500 Guide,’ we certainly qualify for such a distinction,” said Valerie Holstein, co-founder and CEO of CableOrganizer.com. “Had they listed us, we would have registered in position number 463 based on the qualifying criterion – impressive, by all accounts, for an operation that started out of my garage just four years ago.”

Holstein continued, “To keep up with our skyrocketing growth, we recently expanded our U.S. warehouse by over four-thousand square feet and are staffing key areas of our operation with industry veterans. Roshelle Jones-Hirvonen, our newly appointed director of business development, is one such example, as we expect to benefit from her extensive expertise in online consumer insight development.”

Operated by a highly experienced team of seasoned executives, IT experts and Internet marketing professionals in various disciplines, CableOrganizer.com has established itself as a primary source for both ubiquitous and specialized cable and wire management-related solutions. The company helps individuals, small through large corporations, hospitals and government offices worldwide organize cable and other office clutter through its highly personal, accessible, and expedient cable and wire management online storefront. CableOrganizer.com also publishes “*On the Wire*,” a free monthly electronic newsletter with a considerable multi-national opt-in circulation base.

“We strive to offer our customers around-the-clock, single-point access to the most complete selection of cable and wire management-related products, information and resources through a convenient and easy-to-use online destination offering nothing short of customer service excellence,” Holstein concluded. “This mandate has clearly resonated with consumers and, we believe, is the unique combination of factors largely propelling our success.”

As director of business development for CableOrganizer.com, Ms. Jones-Hirvonen is responsible for developing, negotiating and executing all strategic partnerships and non-consumer sales-based revenue streams. Prior to joining CableOrganizer.com, Ms. Jones-Hirvonen served a multi-year tenure as vice president of Member Services for Deerfield Beach, Florida-based eDiets.com, Inc. - a leading online nutrition, fitness and healthy living destination.

#### **About CableOrganizer®.com**

Founded in February 2002 and headquartered in Fort Lauderdale FL, Cableorganizer.com is a premier cable and wire management-related product vendor that provides companies, organizations and individuals around the globe with 24/7/365 access to an extensive array of high-quality products and information resources through its convenient online storefront. In addition to owning and operating the industry leading eCommerce site [www.CableOrganizer.com](http://www.CableOrganizer.com), the company also owns [www.CableOrganizer.fr](http://www.CableOrganizer.fr), which is operated out of Rennes, France, while also continuing to propagate its influence in the throughout the entire European marketplace and beyond. CableOrganizer.com also publishes "*On the Wire*," a free monthly electronic newsletter with a considerable multi-national opt-in circulation base. Press contact: Merilee Kern, Kern Communications, 858-577-0206, [merilee@kerncommunications.com](mailto:merilee@kerncommunications.com).