

PRESS RELEASE

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Featuring the first *all-terrain* walker to Tiffany-design vision aids to Wellness products which enhance your physical, mental *and* sexual health... the first luxury retailer helping you *Age Well*® celebrates the opening of Phase 2.0 of their online store!

ELDERLUXE® launches new Retail Storefront at www.ELDERLUXE.com.

After extensive development, ELDERLUXE the innovative Chicago-based international retailer of luxury products catering to aging baby boomers and their families has announced the launch of their new and significantly enhanced website at ELDERLUXE.com. This new storefront replaces the existing site that has now been in continuous use since 2007.

ELDERLUXE.com sells a variety of *luxury-level* items in multiple categories including mobility scooters, canes and rollators; home furnishings for aids to daily living throughout the home and garden; personal care products; spa and fitness products; ideas for enhanced memory, vision and hearing; and, of course, luxury gifts.

The new website provides customers with the best possible online shopping experiences. The new design further solidifies ELDERLUXE as a “destination” specialty retailer and increases overall exposure for the company. “This new showcase store celebrates our products in the very best light” stated CEO Patrick Conboy, adding “it continues to reinforce our leadership as the unique luxury lifestyle brand catering to an aging world.”

Indeed the new store makes it easy for visitors to navigate, with vision-enhanced fonts and enticingly styled graphics. As well, new content features aid to inform the purchaser’s decision by including a glossary of terms, product videos, media center for breaking news and a link to the ELDERLUXE blog.

Informational product fly-out menus, quick-view capabilities, and pop-up displays enhance the customer’s shopping experiences making it easier than ever to shop confidently. For the more forgetful shoppers, timely reminder e-mails provide friendly updates that you still have items in your shopping bag. And multiple suggestive selling properties help visitors complement their purchase with helpful solutions for everyday living. “Shopping for seniors and their family and caregivers alike has never been easier, or as rewarding”, Mr. Conboy reinforced.

Rewarding the customer remains a hallmark for this retailer, with a Personal Concierge service, a Concierge call center (1.888.537.LUXE), expedited delivery and richly wrapped presentation of delivered products. As well, CEO Conboy announced today the launch of two new product categories for the retailer. “ELDERLUXE has always strived to provide a collection that surrounds our customer’s rich active lifestyle 360 degrees. We continue that tradition with the addition of two new departments- *Sexual Wellness* and *Caregiving*. Our exhaustive research tells us that these were two areas of greater opportunity for serving our clientele, and we are proud to create these significant additions to our fine portfolio.”

ELDERLUXE prides itself in presenting only the very best products available for the customer who demands superior quality, service and value. Mr. Conboy emphasizes that “ELDERLUXE.com 2.0 will continue our heritage of serving a clientele with an advanced aesthetic, a desire to age actively, and who desire and seek-out both the technology and design that supports a most comfortable lifestyle.”

ELDERLUXE.com was founded in 2005 and the web store launched in 2007 as the first luxury store serving the aging citizens of the world.

Americaneagle.com, of Park Ridge, Illinois designed the new site utilizing their idev® e-commerce platform and will continue to web-host for the company.

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