



MIDDLETON, WI -- (Marketwire) -- 06/23/09 -- Alice.com (www.Alice.com) today unveiled the public beta of its service that gives consumers a better way to buy household essentials online. The service combines always-free shipping and competitive pricing into a reorder queue that makes it easy to avoid the chore of running out to the store. Instead of offering goods as a traditional retailer, Alice.com provides an open platform for consumer packaged goods (CPG) manufacturers to sell directly to consumers, passing along significant cost savings and transforming mass-market advertising dollars into direct consumer value.

"The vast majority of consumers don't buy their household essentials online, and we set out to change that at Alice by taking a fresh approach to the CPG industry," said Brian Wiegand, CEO and co-founder of Alice.com. "By eliminating the traditional retail layer, we allowed the companies that produce these goods to connect directly with the people who use them. The result is a neutral platform for CPG manufacturers to work together as an industry and channel their resources in exciting new ways for the consumer."

Never Run Out of Toilet Paper Again

Alice.com gives consumers an easy, affordable way to manage their household essentials online. After creating a free account, consumers select and save all of their favorite products, ordering only the items they need. To ensure consumers never run out, Alice.com keeps track of items and reminds users when they are running low and need to reorder. Each shipment is bundled together in a single 'Alice' box, delivered directly to the consumer's door. Supporting this customer value proposition is a unique model in which Alice.com makes no retail margin, and instead allows each manufacturer to control product assortment and pricing in its own direct sale to the end consumer.

"We are excited to participate on the Alice.com platform, and be a part of an entirely new and innovative approach to buying household goods," said Saskia Foley, executive vice president of marketing & sales at Radius Toothbrush. "With Alice.com, we're able to have a more direct relationship with our customers, and give them a great new option to purchase our products at affordable prices shipped free to their door."

Online Advertising for the Consumer Packaged Goods Industry

To fully leverage the power of its open platform, Alice.com also provides a host of new opportunities for CPG manufacturers to redesign their traditional advertising spending in new, highly targeted ways.

"The CPG industry spends billions of dollars each year trying to influence consumer behavior through traditional advertising, and much of that spending is wasted," said Mark McGuire, president and co-founder of Alice.com. "In contrast to this 'spray and pray' approach, Alice allows manufacturers to connect directly with consumers through targeted couponing, sampling and loyalty programs. The result is more accountability for the advertiser and more value for the end consumer."

The Alice.com beta Web site is launching with over 6,000 unique products from hundreds of different manufacturers. During its beta phase, the company is actively on-boarding manufacturers onto its direct platform, and plans a full consumer launch in the fall. The service is available now at www.Alice.com.

About Alice.com

Alice.com is a new online retail platform that better connects manufacturers and consumers in the giant consumer packaged goods (CPG) market. The company is working on changing the way consumers shop for household essentials, giving them a convenient, cost-effective means to buy these products online. Co-founders Brian Wiegand and Mark McGuire have an entrepreneur track record that includes three previous start-up successes: Bizfilings.com (sold to Wolters-Kluwer in 2001), NameProtect.com (sold to Corporation Services Corporation in 2007), and Jellyfish.com (sold to Microsoft Corporation in 2007).