

MEDIA RELEASE

eStore.com.au focuses on online growth with strategic new hire

Director of Corporate Development and Strategy appointed to help drive further growth for eStore.com.au

Melbourne, May 4th, 2011: Australia's largest independent online technology retailer eStore.com.au has appointed Tony Gattari as its Director of Corporate Development and Strategy.

Gattari will be responsible for driving top-line revenue, fostering relationships with suppliers and technology partners and identifying growth opportunities for the company. His appointment is part of the organisation's marketing strategy to drive further growth and meet changing consumer demand.

"The demand to buy online will continue to grow as more consumers realise it's a better way to shop, saving time and money. The Australian online retail market is growing quickly and eStore.com.au is well placed to benefit from this change and increase its market share significantly. I'm looking forward to an exciting ride," said Tony Gattari, Director of Corporate Development and Strategy.

Gattari's retail experience includes 9 years at Harvey Norman's computer and communications division where he reached the position of General Manager and oversaw the division's growth from a healthy \$12 million turnover to \$565 million. Gattari also set up his own online retailing company 'Smartbuy' which merged with Uniqueworld, an Australian technology company.

In 2002, Tony stepped down as CEO of Uniqueworld to set up Achievers Group, a boutique business development company. Some of Tony's clients include Cisco, Australia Post, Gloria Jeans, Harvey Norman, LG Electronics, Sanyo, Mortgage Choice and Rebel Sport. He has also worked with more than 140 small to medium size businesses across the country.

"Tony brings a wealth of retail and marketing experience to eStore.com.au which will help

us to accelerate our growth and increase our customer base. We're on the edge of another dot.com boom in Australia, but this time we're talking about real businesses making real money. The growth of online retailing presents a massive opportunity for eStore.com.au and with Tony on board, we're going to take it," said Coppa.

Last year, eStore.com.au reported a turnover of \$46 million.

Resources:

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- Learn more about eStore at www.estimate.com.au
- For videos about eStore, visit www.youtube.com/estimateaustralia

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For more information, please contact:

Michelle Bong

Senior Consultant

Bench PR

Phone: 0422 966 013

Email: Michelle@benchpr.com.au

About eStore.com.au

eStore.com.au is Australia's largest independent online retailer selling over 15,000 quality IT, technology and digital products to consumers, corporates and small to medium sized businesses. The company provides fast, reliable and efficient service with over 80% of orders dispatched the same day, resulting in next day delivery to major cities across Australia. eStore.com.au ships over 10,000 orders a month and all products come with a guarantee. The company also has a dedicated Australian call centre to answer and deal with customer queries and returns. For more information, please visit www.estimate.com.au