



New Sock E-commerce Store, Socks4Life.com, Increases One Click Ventures' Consumer Market Base

One Click Ventures' newly acquired retail domain Socks4Life.com is a one-stop shop for any consumers' sock needs, with an assorted selection at affordable prices.

INDIANAPOLIS, IND. (April 29, 2010): One Click Ventures announced its acquisition of Socks4Life.com, further expanding its network of online retail stores. This acquisition marks the company's ninth e-commerce destination in operation.

Socks4Life.com provides online shoppers a variety of socks in an effort to meet the needs of a large market. The inventory caters to a wide variety of potential shoppers -- from those with specific needs for diabetic socks, sports socks, fashion socks and dress socks, to broader needs, such as bulk orders for schools and businesses.

"Socks4Life, combined with our seven other online retail outlets, will provide our consumers with a great diversity of products," said Bridget Johnson, Director of Audience Development for One Click Internet Ventures. "The acquisition should increase our consumer base and market share."

Socks4Life.com includes over 12 styles of socks, six different sock lengths, 14 color schemes and varying patterns from which to choose. They offer selections for men, women and kids.

About One Click Ventures:

One Click Ventures is an Internet media company that successfully operates a network of profitable e-commerce websites. One Click's growth originates from acquiring and enhancing websites with untapped growth potential, and employing a robust, cutting-edge marketing effort to drive significantly more traffic to these websites and maximize revenue per visit. The foundation for this growth is One Click's integrated, scalable, 100% in-house operational team, with expertise in technology, fulfillment, purchasing, and customer service.

One Click's current stores include SunGlassesWarehouse.com, HandbagHeaven.com, Socks4Life.com, ReadingGlassesShopper.com, AffordableScarves.com, InexpensiveWatches.com, ABCNeckties.com and TravelProducts.com.

For more information, visit www.OneClickVentures.com.

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