

Fins, Furs & Feathers, Inc. Ranked Among 'Top 500' E-commerce Companies

By Jeffrey R. Johnston

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Fins, Furs & Feathers, Inc., parent company of pet product websites MarineDepot.com and PetStore.com, was ranked among the top 500 e-commerce companies in the United States by Internet Retailer for the second consecutive year

Fins, Furs & Feathers, Inc., parent company of MarineDepot.com and PetStore.com, has been recognized as one of the top 500 e-commerce companies in the United States by national business magazine Internet Retailer. This is the second consecutive year the company has received this designation.

The 2009 Internet Retailer Top 500 Guide is a compilation of the 500 largest e-retailers in the U.S. based upon 2008 internet sales research by Internet Retailer. Fins, Furs & Feathers, Inc. is ranked as the 45th largest e-retailer in the Specialty/Non-Apparel category and 385th overall.

“The Top 500 are the best-of-the-best in internet commerce,” said Ben Ros, Director of Operations at Fins, Furs & Feathers, Inc. “We are pleased to share company with such successful and well-respected brands.”

Internet Retailer's definitive ranking and analysis of America's 500 largest e-retailers is based on annual 2008 Internet sales, researched by Internet Retailer and confirmed by retailers. The report includes company financial, operational and performance data, as well as vendors in key categories. This is the fifth year that Internet Retailer has identified the 500 largest U.S. e-commerce websites.

“With e-commerce sites such as MarineDepot.com and PetStore.com, Fins, Furs and Feathers is building a bigger base in the online pet supplies segment,” said Internet Retailer editor-in-chief Kurt Peters. “Their rank as number 385 on the Top 500 list is a tribute to their success as a niche web retailer.”

Fins, Furs, & Feathers, Inc., now in its 11th year of business, redesigned and relaunched their PetStore.com in the second quarter of 2008 as a full-service online pet retailer. The company's flagship brand, MarineDepot.com, also continues to grow. The marine and reef aquarium destination saw improvements in site speed, checkout and email deliverability, as well as a more liberal return policy.

“We want to get better, not just bigger,” said Ros. “In the end, it's all about the customer. We want to help our customers—and their pets—lead happy, healthy and productive lives. We try to put the customer first in every decision we make.”

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About Fins, Furs & Feathers, Inc.

Fins, Furs & Feathers, Inc. is the parent company of popular pet product destinations MarineDepot.com and PetStore.com. They also run a wholesale division, Bayside Aquarium Supply, which is one of the world's largest distributors of marine and freshwater aquarium products. Fins, Furs & Feathers, Inc. is headquartered in Garden Grove, California, and has a staff of 50 full- and part-time employees, many of whom are pet experts and provide technical support on the phone, online and via email. Both MarineDepot.com and PetStore.com are BizRate Customer Certified for their proven track records of dependability and customer satisfaction.

About Internet Retailer

Published by Chicago-based Vertical Web Media LLC, Internet Retailer is a monthly national business magazine that is at the core of an e-commerce conference and four directories that serve the retailing community.

Category	Retail, Pets, Internet
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