

## **Agren Appliance Partners With Pricefalls.com**

*New Online Shopping Destination Uses 'Dutch Auction' Bidding Model, Passing Along Savings to Customers*

**Nov. 11, 2009** - [PRLog](#) -- Las Vegas, NV and Auburn, ME – Pricefalls ([www.Pricefalls.com](http://www.Pricefalls.com)), an online reverse auction site, announced today that it is now partnering with Agren Appliance & Television, Maine's largest independent appliance dealer, giving shoppers access to a unique buying and pricing option on appliances and consumer electronics this holiday season.

As part of the agreement, Agren will now use Pricefalls as an online marketplace for goods sold at their brick-and-mortar locations. Pricefalls uses a 'Dutch Auction' or descending pricing model that allows consumers to get very low cost deals on products they want.

Appliance shoppers can now visit Pricefalls.com to bid for the best deals on today's most sought after appliances offered through Agren. The products offered online range from large to small appliances such as toaster ovens, microwave ovens and more.

Agren, which celebrated its 40 year anniversary this summer, has five store locations: Auburn, Brunswick, South Paris, South Portland and Waldoboro, Maine. General merchandise and remnant inventory from these locations will be sold on Pricefalls.

"By partnering with Pricefalls, we can offer our customers a new way to shop for appliances and more opportunities to get bargains online," said Agren Appliance Vice President Jason Agren. "This gives us a new way to compete and to offer a larger variety of products online. The reverse auction system makes buying fun and can create some real bargains."

"We're excited to have a great retailer like Agren Appliance on board and to add them to our robust list of retail partners," said Elliot Moskow, CEO of Pricefalls. "Our unique online auction marketplace is the perfect solution for Agren's need to reach more consumers and boost sales this holiday season."

### About Pricefalls.com

Pricefalls is an online reverse auction site that serves as a complete online marketplace for consumers and merchants. Pricefalls is unique through its use of a 'Dutch Auction' or descending pricing model. Using this model, items up for auction on the site start at a predetermined price ceiling and drop throughout the bidding period. This helps consumers get the best deals, while also enabling merchants to get more for each item they sell through Pricefalls. For more information please visit [www.Pricefalls.com](http://www.Pricefalls.com).

### About Agren Appliance:

Founded in 1969, family-owned and operated Agren Appliance & Television carries all major brands of appliances and televisions at retail stores in Auburn, Brunswick, South Paris, South Portland and Waldoboro. Bedding and furniture are also available at the Auburn and South Paris locations. Agren's unique 'No-Lose' extended warranty adds four years parts and labor coverage to the manufacturer's 1-year warranty and, if unused, its \$129 purchase price is returned as an in-store credit. Agren's fleet of service trucks is the largest in the state and its factory-trained technicians together have over a century of appliance repair experience. For more information about Agren Appliance and Television sales and service visit [www.agrenappliance.com](http://www.agrenappliance.com) or call (800) 335-0235.

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