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## **SA Internet Marketing**

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# **Redding Bookstore now “Open” 24 Hours a Day!**

*Complete inventory of over 150,000 New, Used, Hard-to-Find and Out-of-Print books is now searchable on the Internet.*

*For Immediate Release*

**May 06, 1999**

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**Redding, CA** – The reading public has gained a valuable new resource for locating hard-to-find and out-of-print books with the addition of a fully searchable database of Redding Bookstore’s book inventory at [www.redding-bookstore.com](http://www.redding-bookstore.com). Containing over 150,000 titles – the complete list of all new and used books available at the Downtown Redding store - users can easily search by title, author, or any fragment of either that they know. The results of that search tells the user if the book is currently in stock or needs to be located, the stock number, price, and if new or used copies are available.

“With our strong emphasis on Hard-to-Find and Out-of-Print books, this upgrade of our web site offers readers a unique opportunity to search at their convenience - 24 hours a day – and then leave us an email request which we can respond to the next day” stated Ron Hammond, Redding Bookstore manager. “In addition to having a large and expanding inventory of these books, we also have real-time access to all major sources of books world-wide. But what really sets us apart is that all requests are processed by knowledgeable staff members, not a computer or an order clerk.”

Locally owned, Redding Bookstore - Northern California’s largest independent books seller – is located at 1712 California Street, at the corner of California and Placer, across from the Downtown Mall. Established in 1981, Redding Bookstore has been a prominent contributor to the revitalization of the downtown Redding community. In keeping with their orientation of supporting local

businesses, Redding Bookstore chose SA Internet Marketing to develop its site, and AWWWsome Net Services to host the site and on-line database.

Notes to editors:

**Keywords:   locally owned small business success story**  
**Downtown Redding revitalization**  
**Internet eCommerce**  
**Clean, environmentally friendly business expansion**

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SA Internet Marketing, a division of Saccomano Associates, provides Internet web development and marketing services to Northern California businesses. Mike can be reached at (530) 244-2007 and by email at [mike@saccomano.com](mailto:mike@saccomano.com). Additional information is available at [www.saccomano.com](http://www.saccomano.com).

AWWWsome Net Services has been providing Internet dialup, broadband and hosting services to the Redding area for over 3 years. They are located at 833 Mistletoe Lane, and can be reached at (530) 226-9322 and [info@awwwsome.com](mailto:info@awwwsome.com). Their website is at [www.awwwsome.com](http://www.awwwsome.com).