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## **Redding Bookstore adds Secure, On-Line Order Processing to Enhance the Customer Experience and Improve Operations!**

*For Immediate Release*

**April 17, 2000**

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**Redding, CA** – The reading public has embraced Redding Bookstore's fully searchable on-line database of new, used, hard-to-find and out-of-print books in such a big way that corresponding with buyers to collect purchase and shipping information was becoming a major task. So, to improve the customer's experience and streamline internal operations, a secure shopping cart system has been added to their website at [www.redding-bookstore.com](http://www.redding-bookstore.com). Buyers can now locate their selection and safely place their order in one easy step from anywhere in the world - securely over the Internet, by fax or even using postal mail - 24 hours a day, 365 days a year.

“With our strong emphasis on Used, Hard-to-Find and Out-of-Print books, this upgrade of our web site greatly enhances the buyers experience and dramatically improves our responsiveness. Buyers of these kinds of books are often frustrated by the national books sellers because many offer to take the buyers name and (maybe) notify them days or weeks later if the book is located. Because of our orientation and extensive inventory, and now our secure on-line ordering capability, we can quickly and easily fulfill their request - often shipping the same day the order is received” stated Ron Hammond, Redding Bookstore manager. “In addition to having a large and expanding inventory, we also have real-time access to all major sources of books world-wide. But what really sets us apart is that all orders are processed by knowledgeable staff members - not a computer or an order clerk - so we can immediately answer any questions that may arise.”

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 locally owned Saccomano Internet Marketing to upgrade its site.

Notes to editors:

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

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