

Moms Want A “Stress-Free” Mother’s Day in ‘08

Relaxation Gear Tops Gift Wish List In New CSN Stores/Harris Interactive Poll

BOSTON, Mass., April 3, 2008 – A CSN Stores/Harris Interactive Survey of 2,920 moms, dads, sons and daughters suggests that gift givers should go beyond flowers and cards to truly delight Moms this year. Survey responses reveal that gifts offering therapeutic relaxation will be most valued, as they can help moms reduce daily stress.

CSN Stores, a leading online retailer of home and office goods, commissioned Harris Interactive to survey adults 18 to 55+, asking mothers in the group what they would most want for Mother’s Day and everyone else what they intended to give. The majority of mothers wanted to be surprised with a non-traditional gift.

“Moms do so much that’s taken for granted and juggle more than ever now,” said CSN Stores’ Cyber Shopping Expert Jenn Helmore. “So giving the mom in your life a gift that pampers her should be your goal this Mother’s Day.”

Relaxation items such as massage chairs and mood-improving lamps received 37 percent of the vote from moms. The multiple-choice survey, which allowed respondents to vote more than once and add their own choices, also inquired about the popularity of garden, kitchen, travel, office and new mother/baby gifts.

Beyond emphasizing relaxation, many mothers also selected gifts for the kitchen (34 percent) like a new cookware set or colorful appliance; and items for the garden (29 percent) including a greenhouse or new robotic lawnmower.

As for gift givers, they appear to be listening to moms a lot this year, as their choices mirrored mothers’ preferences. Relaxation gear was most popular (32 percent), followed by kitchen (21 percent) and garden (16 percent) products.

Gift givers can find a wide variety of these items at CSN Stores (www.csnstores.com) and can speak with well-trained experts to help them find just the right gift. For more information or a full methodology on the survey results, please contact Chuck Casto at ccasto@csnstores.com or Will Flanagan at wflanagan@csnstores.com.

About CSN Stores --- CSN Stores, an Inc. 500 company, was ranked among the Top 10 leading online retailers in the home and garden category by Internet Retailer in 2007. CSN maintains over 200 Web sites in niche market segments. Selling over 1 million products, CSN offers consumers the largest selection of leading brands available online, great customer service, and low prices. Stores include: AllModern.com, Luggage.com, BabyCarSeats.com, PubSets.com, HomeTheaterSeatingOnline.com, and WritingDesksAndMore.com. Shop easy at CSN.