



CAMPING WORLD SELECTS CELEBROS TO ENHANCE SEARCH AND NAVIGATION
ON ITS SITE, WWW.CAMPINGWORLD.COM, AND ACHIEVES ROI IN TEN DAYS

*World's largest retailer of RV accessories, supplies and services selects Qwiser™
Salesperson - sees immediate uplift in conversion rate*

Santa Barbara, CA February 15, 2005 – Celebros Inc., a fast-growing provider of advanced search, navigation & merchandising solutions for e-commerce sites, announced today that Camping World, the world's largest retailer of RV accessories, supplies and services, has launched Celebros' Qwiser™ Salesperson on www.campingworld.com. Implementation was completed in less than a week, and Camping World was able to justify the monthly subscription cost in the first ten days.

Celebros provides the most cost-effective and precise advanced search and retrieval solution available in the market today. Patented natural language analysis, combined with automatic mapping of a store's product catalog, translates into an enhanced online shopping experience for Camping World's customers, and increased revenues for the store.

Camping World, famous for their extensive line of RV accessories, supplies and services has over 41 retail locations, and distributes more than 25 million catalogs and other mail pieces annually, needed a product search solution for its online store that was dynamic and could address their extensive product line. Camping World selected Qwiser™ Salesperson because it provided them with a quick-to-implement solution that enables their customers to explore their product line, and easily refine a search in order to find the product of their choice.

David Scifres, Vice President of Internet Services, said "We selected Celebros for their advanced search technology and their quick implementation. They came on site for the implementation, and we were live in 5 days. This was extremely important, especially since we managed to go live just in time for Thanksgiving weekend. Working with them has been a truly great experience and the increase in our revenues has been impressive."

"Celebros is delighted to partner with Camping World, which has such a high reputation for excellence," said Michael Crandell, CEO of Celebros, Inc.

About Celebros

Celebros (www.celebros.com) is a fast-growing provider of advanced search and retrieval solutions for online stores and e-commerce sites, headquartered in California.

About Camping World

Since 1966, Camping World, www.campingworld.com, has grown from one store at Beech Bend Park in Bowling Green, KY to 41 locations and 350 service bays nationwide and is still growing. Our single 16-page black and white catalog has expanded to 12 full-color issues each year. Today, 41 locations with more on the way, an award winning website, over 25 million annually distributed catalogs and sale flyers make Camping World the world's largest retailer of RV accessories, supplies and services.

For more information:

Michael Crandell
CEO
Celebros Inc.
mcrandell@celebros.com
T: (805) 879-1750