

## Celebros Announces Launch of SabonNYC.com with the Celebros Salesperson Site Search for Magento Stores

*The ability to automate and streamline key work processes will enable more search-merchandizing activities that ultimately increase sales*

Piscataway, NJ. December 5, 2011 -- **Celebros**, the first site-search partner for the e-commerce giant **Magento**, and global industry leader of site search, navigation, and conversion technologies for online retailers, announces the launch of Sabonnyc.com live with Celebros Salesperson Site-Search for Magento E-Commerce stores.



Celebros and Magento, the global open source e-Commerce platform provider, recently formed a partnership to bring the Celebros Salesperson site-search and merchandizing capabilities to Magento Enterprise, Magento Professional and Magento Community customers.

“Celebros has created the tools for our Solution Partners to effectively integrate site-search with reviews, ratings and other compelling content into a unique shopping experience,” explained Roy Rubin, CEO and Founder of Magento. “Our Solution Partners are experiencing the benefits of Celebros’ Saleperson Site Search, with a positive effect on their store’s traffic and performance.”

Having the ability to automate and streamline key search-merchandizing activities at top speed will improve the site’s effectiveness and free up more time for creative campaigns that ultimately increase sales. With Celebros’ Salesperson Site Search, SabonNYC.com can simplify daily merchandizing tasks such as redirecting customers to promotion pages, implementing auto

complete or flagging different banners for search queries. **To date, Celebros is the only in-memory site-search engine with the record response time of 0.05 seconds or under per query.**

“Magento has fundamentally changed the e-Commerce platform game by rapidly growing an active community of Solution Partners and developers,” said Ofer Alt, CEO of Celebros. “It has really opened the door for broader innovation by merchants who had previously been priced out of the cutting edge of e-Commerce.”

“As a Magento Enterprise Partner, we’re focused on advancing this encouraging evolution. The Celebros hosted Software-as-a-Service (SaaS) solution that makes a difference to hundreds of top online-shops globally, dramatically simplifies implementation and lowers the barriers to benefit from the cutting edge search and merchandising capabilities. We are pleased to welcome Sabonnyc.com, a Magento customer, to implement this service and look forward to helping more Magento stores meet their unique business and conversion goals by providing the best Site-Search and navigation in the industry, ” added Alt.

### **About Magento**

Magento is a feature-rich, professional Open Source e-Commerce platform solution that offers merchants complete flexibility and control over the presentation, content, and functionality of their online channel. Magento's intuitive administration interface features powerful marketing tools, a catalog-management engine and is SEO optimized to give merchants the power to create sites that provide an unrivaled and rich online shopping experience for their customers, tailored to their unique business needs. Designed to be completely scalable and backed by an extensive support network, Magento is the ultimate e-Commerce solution. For more information about Magento, visit <http://www.MagentoCommerce.com>

### **About SabonNYC.com**

SabonNYC.com sells a range of exceptional bath and body products using the finest natural ingredients. All products are manufactured and packaged by Sabon Israel and shipped worldwide. For more information about SabonNYC.com, visit <http://www.SabonNYC.com>

### **About Celebros**

Celebros, Inc. is the global leader in site-search, merchandizing, recommendations and mobile commerce for online retailers. Through its intelligent s concept-based search, Celebros site-search understands the shopper's intent, and returns relevant and accurate results which translate into increased Conversion Rate and Revenues for online stores. For more information, visit <http://www.celebros.com>

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