

For Immediate Release

Powerful New Patent Enables New Kind of Ecommerce Marketplace

Palm Beach, Florida – Eugene Fusz, the original inventor of systems for conducting online auctions, US Patent # 7,133,835, has announced his newest patent, **US Patent # 8,438,072**, (<http://patents.justia.com/patent/8438072>) for an “online exchange system and method” enabling an entirely new kind of marketplace that benefits buyers and sellers of new, name-brand consumer products.

According to Forrester Research, online retail sales is growing at a compound annual rate of 10% in the U.S. And by 2017, the web will account for 10% of total U.S. retail sales or an estimated \$370 Billion. “These are astronomical figures for the U.S. alone. In a price conscious society, shopping online still requires a significant amount of time in order to identify the lowest price for a product that is, in fact, rather commodity-like in nature. After painstakingly finding the **lowest price** - consumers must then evaluate the reliability of the vendor offering that price.

“This is very time-consuming and full of risks. Not so, with a marketplace providing transparent pricing, utilizing methods covered by my new patent. This new patent (#8,438,072) came about as a way of answering this question: why isn’t there a consumer products marketplace that provides instant access to the real market price - just as with any other commodity being purchased or sold?,” says the inventor.

Once applied to an open marketplace with sufficient transaction volume, Mr. Fusz believes the application of the methods covered by this patent will be a game-changer for both buyers and sellers who will benefit from **transparent market pricing**:

- Consumers will be able to purchase new products **at the lowest price currently available on the Internet**.
- Consumers will be able to order items with the same level of safety and security they have come to expect from the most credible ecommerce sites.
- Sellers offering the lowest prices will have the certainty of getting **all the transactions** - and at a much lower overall cost.
- The lowest priced retailer will have a more efficient alternative for reaching consumers - and can enjoy the simplicity of automated purchase orders.

Interested parties should inquire via email for more information:

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ABOUT EUGENE FUSZ

Eugene Fusz was born in St. Louis and currently resides in Palm Beach, Florida. As an inventor and entrepreneur, he is interested in using his patents to empower consumers and provide innovative solutions to many industries including privacy-sensitive targeted marketing, consumer-friendly ecommerce marketplaces, and even privacy-sensitive, systems to help fight terrorism. From this passion, he has founded ConsumerCartel.

ABOUT CONSUMERCARTEL

ConsumerCartel (<http://www.consumercartel.com>) empowers consumers by providing innovative, consumer-centric solutions.

Certain statements included in this press release may be considered "forward-looking statements", which are based on information available on the date of this release. These forward-looking statements include, but are not limited to, Mr. Fusz's expectations with respect to the application of the methods claimed in U.S. Patent No. 8,438,072. The terms and phrases "will result", "expected", "believes", "realize" and other similar terms and phrases are intended to identify these forward looking statements. Forward looking statements are based on information available to us on the date of this release and are based on estimates and assumptions made by Mr. Fusz in light of his experience and perception of historical trends, current conditions and expected future developments as well as other factors believed to be appropriate. Actual results are dependent on a number of risk factors. These statements speak only as of the date of this release, and Mr. Fusz and ConsumerCartel undertake no obligation to update or revise these statements.

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