

Toronto, ON (TORONTO) November 5, 2009 -- OrderDynamics Press Release

eMedDecor.com Selects OrderDynamics for Growth on On-Demand eCommerce Platform

OrderDynamics, Canada's leading On-Demand eCommerce Solution provider, announces recent customer acquisition, Health Care Logistics, a worldwide provider of medical equipment since 1978.

A recent re-launch of their consumer division, www.eMedDecor.com, Health Care Logistics looked to OrderDynamics for their superior eCommerce technology and services oriented around growing sales.

“OrderDynamics gives us a single, end-to-end technology solution to power our B2C websites. Their SaaS service model emphasizes growth and provides a structured process to manage traffic and conversions” Explains Bethany Reid, Brand Manager for eMedDecor. “We simply outgrew our previous eCommerce platform, which didn’t have the features or management capabilities to support our growth” Continues Bethany. “OrderDynamics helped us understand a reasonable growth target and works proactively with our marketing team to achieve our goals”.

The new eMedDecor.com website launched on OrderDynamics in 90 days with a broad selection of gifts and accessories and an easy-to-use design. New site features include:

- Shop by Profession – Doctors, Dentists, Nurses, Veterinarians, helps the consumer find products unique to them.
- Gift Services – Wish Lists, Gift Certificates, Gift Messages, Wrapping Services, and Product Personalization make the site great for gift givers.
- Navigation features – Drop down menus, ratings and reviews, easy navigation filters (price range, views, alphabetical), site search control, and express checkout create a fast and fun shopping experience.

“We congratulate the great team at Health Care Logistics and look forward to a long term partnership” says Michael Benadiba, CEO of OrderDynamics.

About eMedDecor & More:

The eMedDecor.com website is a consumer website providing over 2,000 medical related products in categories such as Dental, Doctors, Nursing, Pharmacy, Veterinary and more. eMedDecor.com offers an exciting range of products for Appreciation and Recognition, Books, Cards, and Paper, Clothing, Collectibles, Décor, Office Accessories, Personalized Products, and Tools of the Trade. eMedDecor.com also provides easy shopping options such as Gift Certificates, Gift Wrapping, Gift Messaging, and Personalization.

About OrderDynamics Corporation:

OrderDynamics Corporation is a privately owned company that has provides turn-key eCommerce solutions to businesses looking to grow their online sales solutions. The success of OrderDynamics is highly attributed to its Software-as-a-Service (SaaS)

eCommerce model and Dynamic Merchandising concepts which provide superior control and help drive revenue. The OrderDynamics solution is designed for online merchants and services different business such as retail, manufacturing, business-to-business, complex online retail, and more. OrderDynamics officially launched its [On-Demand eCommerce Solution](#) in 2006 after 2 years of research and development.

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