

Pool Tables Direct Fights Downturn in Home Luxury Goods Market With New Website & Aggressive Growth Strategy



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Press Release Summary: COLORADO SPRINGS, CO, MARCH 25, 2008 – Pool Tables Direct (www.PoolTablesDirect.com) a manufacturer of quality custom pool tables, custom dining conversion tables, and poker and casino sets, announced today a new strategy to combat the economic downturn that has been battering the majority of home luxury goods retailers and wholesalers. This strategy includes new products, expanded advertising channels, new components to the business model and a new website back-end and user-interface.



Press Release Body: **Pool Tables Direct** has taken these steps to stay ahead of a market that has become exceedingly cautious with respect to any home goods. With home prices not expected to increase for months—if not years—energy costs increasing and the challenged real estate and financial sectors, consumers have retrenched, posing a threat to the continued growth **Pool Tables Direct** has been experiencing.

*"We are attacking this market as if it were an opportunity," said **Andrew Walker, President and CEO of Pool Tables Direct**. "We're still seeing the web traffic, so the interest is there; people are just postponing their buying decisions. Our plan is to make it easier for people to obtain our products, have more reason to do so and make it more cost effective to do it. And if they still postpone buying a pool table, **Pool Tables Direct** will be in their minds when they're ready—and we'll be here for them."*

The product range increases, now enabling **Pool Table Direct** customers to customize their pool tables based on a variety of features such as finish color, leg style, felt color and cabinet style.

*"Pool tables are now the centerpiece of a home's décor," added **Jake Jenkins, Director of Manufacturing**. "As 'games,' pool tables have been seen as a 'nice-to-have,' but as a complementary piece of furniture, it then becomes a relatively inexpensive way to make a significant upgrade to a home. That's often a home that isn't getting other, more substantial upgrades, due to tighter credit markets and economic conditions."*

Pool Tables Direct customer, Kyle van Hoften, in Mission Viejo, CA, sees the same value first hand. *"For less than the cost of a new table or couch, we added a significant and complementary piece of furniture to our home. It's added new life to that room and also given us another fun activity to do with our family and friends. No equity line needed—and no hassles with shipping or set-up."*

Pool Table Direct's website is a critical component to this strategy. The new site includes improved traffic metrics, more "stickiness" with decreased visitor bounce rates, pages optimized from their root level for improved, organic search engine rankings, more real-time inventory management, more efficient order processing and affiliate marketing capabilities.

Pool Tables Direct's second phase of our growth strategy includes expanding internationally into countries such as Canada, Germany, France and Great Britain. The revamped website and new distribution channels will facilitate this growth more seamlessly. The second phase will also include expansive radio and television advertising.

About Pool Tables Direct is a direct-to-consumer, internet-based provider of billiard tables, billiard supplies and other game room products. Started in 2004, **Pool Tables Direct** has been expanding their business and distribution model to continue to meet the needs of our customers nationwide. This has included establishing retail facilities and expanding into customer pool table design and ordering. **Pool Tables Direct** provides top-quality pool tables with flexible features, convenient financing and free shipping nationwide.

Web Site: <http://www.pooltablesdirect.com>

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