

# AmericanBridal.com Expands into International Markets



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Industry: [Retail](#)

**Press Release Summary: Extensive collection of wedding favors, bridal shower favors and wedding party gifts is now available to shoppers around the world**



Press Release Body: Burlingame, CA - October 30, 2008, — **www.AmericanBridal.com**, the Internet's most expansive collection of unique and affordable wedding favors, announced today that its inventory of wedding favors, bridal shower favors and wedding party gifts is available online to international customers in more than 200 countries. The expansion into new geographic markets introduces AmericanBridal.com to customers outside of the U.S. and Canada, and reinforces its authority as the premier online retailer of wedding favors and gifts.

"We are extremely pleased that our wedding favors and [bridal shower](#) favors and gifts are now available to a worldwide customer base," said **Shirley Tan, CEO, AmericanBridal.com**. "Working with iShopUSA to fulfill our international orders means that our merchandise can now be ordered by anyone in the world with a computer and access to the Internet."



The arrangement with **iShopUSA** provides international customers of **AmericanBridal.com** a seamless shopping experience, which includes payment processing that allows customers to pay with international credit cards, PayPal or bank transfers. Overseas customers can shop AmericanBridal.com's extensive selection of wedding favors, [bridal shower favors](#) and wedding party gifts. Once shopping is complete, their items will be directed to iShopUSA cart. The items are then shipped out of iShopUSA's California distribution center.

In addition to order fulfillment, **iShopUSA** handles international customs, tariffs, shipping and customer service in multiple languages. The integration of iShopUSA enables AmericanBridal.com products to be shipped to more than 200 countries, including to U.S. military stationed overseas with shipments to APO/FPO addresses.

**AmericanBridal.com** offers the most extensive collection of wedding favors and accessories such as party favors, wedding invitations, personalized gifts, wedding ideas, wedding flowers, cake toppers, thank you cards, wedding guest favors, shower favors, wedding jewelry, wedding decorations, wedding centerpieces, bridal shower games, wedding programs, bridal jewelry, bridal shower invitations, place cards, usher gifts, wedding albums, wedding announcements, favor boxes, unity candle, wedding anniversary gift, wedding checklist, wedding bells, wedding napkins, wedding veils and much more.

**About****iShopUSA**

iShopUSA is the international Web solution for U.S. retailers. Handling everything from point of sale to doorstep delivery, iShopUSA bears the risks associated with international e-commerce so that the client does not have to. Merchants are paid in real time with a U.S.A. credit card and are guaranteed funds. Companies including Petco.com, ramseyoutdoor.com, herroom.com, designerlinensoutlet.com, eyesave.com and iboats.com have expanded their e-commerce capabilities with iShopUSA to benefit from the boom in international online sales. For more information please call Colleen Francis at 561.395.4870 or visit [www.ishopusa.com](http://www.ishopusa.com).

**About****AmericanBridal.com**

AmericanBridal.com is the online source for unique and affordable wedding favors and accessories. For every theme or season, AmericanBridal.com has the most extensive selection of products that are guaranteed to make any wedding an unforgettable event for the bride and groom and their guests. From fun and unusual to traditional and elegant, Americanbridal.com specializes in personalized [wedding favors](#), attendant gifts, wedding ceremony accessories, unique bridesmaids gifts and groomsmen gifts, bridal accessories and jewelry, and themed wedding favors. AmericanBridal.com offers the selection of a showroom with the convenience of online shopping and superior customer service at prices that can't be beat. For more information, please visit us at [www.AmericanBridal.com](http://www.AmericanBridal.com).

**Web Site:** <http://www.AmericanBridal.com>

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