



## Online Commerce Group Creates Niche Website for Kodak

*KodakOutdoors.com connects hunting, fishing enthusiasts with Kodak digital products including the new KODAK PLAYSPOORT Video Camera Bundle*

MONTGOMERY, Ala., Sept. 21, 2010 – Online Commerce Group, LLC (OCG), a leading niche online retailer and website development company, recently released [KodakOutdoors.com](http://KodakOutdoors.com), a niche retail website designed specifically for hunting and fishing enthusiasts shopping for digital video cameras and accessories.

Kodak contracted with OCG earlier this year to provide the template design, custom programming, editorial and e-commerce services for [KodakOutdoors.com](http://KodakOutdoors.com). This project marks the first time that Kodak has marketed its products specifically to avid outdoorsmen through a niche website.

While [KodakOutdoors.com](http://KodakOutdoors.com) is focused on retail efforts, the website has a variety of how-to information and interactive features geared toward hunters and anglers. Among the features are hunting and fishing articles, printable targets, a moon phase calculator, Boone & Crockett Whitetail Deer Scoring Calculators and built-in functionality so anyone can share their outdoor videos on the website.

The website's flagship product is the KODAK PLAYSPOORT Video Camera Bundle which Kodak created specifically for anglers and hunters. The bundle includes a green KODAK PLAYSPOORT Video Camera, camouflage hard carrying case, Kodak Flex-Pod tripod, remote control, camouflage neck strap, 4 GB memory card and extra battery. The PLAYSPOORT Video Camera features a 2-inch LCD screen, is waterproof down to 10 feet, captures footage in full 1080p HD quality and still images in 5 MP.

"The idea behind [KodakOutdoors.com](http://KodakOutdoors.com) is to take our years of expertise in creating websites for specific audiences and applying that same formula to connect hunting and fishing enthusiasts with the Kodak brand," said Scott McGlone, OCG president and co-founder. "Our vision for this project was to go beyond creating an enjoyable and easy shopping experience. How-to video tips from fishing pros, articles from outdoor writers, the latest outdoor news and much more how-to and where-to information is available on the site."

Additionally, Kodak has assembled an all-star cast of outdoor celebrities and companies who use and endorse the KODAK PLAYSPOORT Video Camera Bundle. The line-up includes Kevin VanDam, 6-Time Bassmaster Angler of the Year; Hank Parker, 2-Time Bassmaster Classic Champion; Jimmy Houston, 2-Time Bassmaster Angler of the Year; Bill Dance; 3-Time Bassmaster Angler of the Year; Michael Waddell, host of "Bone Collector"; Jackie Bushman, founder of Buckmasters; Lee and Tiffany Lakosky, hosts of "The Crush"; Realtree Outdoors; North American Hunting Club; North American Fishing Club; Drury

Outdoors; and Outdoor Channel.

“We created the KODAK PLAYSPORT Video Camera Bundle to help outdoor enthusiasts easily capture and share their adventures, whether on land or on water,” said Terry Clas, National Account Manager, New Business Development, United States and Canada, Kodak. “The award-winning PLAYSPORT Video Camera is an ideal tool for hunters and anglers and we’re pleased to have the support of so many professionals and experts in this field. We encourage consumers to visit [KodakOutdoors.com](http://KodakOutdoors.com) to share their outdoor adventures with us.”

Founded in 2004, OCG owns and manages more than 200 retail websites which sell custom-made and upscale outdoor and indoor living space products to residential and commercial customers. The company broadened its business strategy in 2009 to include e-commerce website development for external companies. Its most recent client is Danny Shane ([www.dannyshane.com](http://www.dannyshane.com)), an eco-friendly cycling racewear and roadwear apparel company.

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**About Online Commerce Group, LLC:**

Online Commerce Group, LLC, is a leading niche online retailer of upscale outdoor and indoor living space products for residential and commercial markets, which offers custom-made cushions ([www.cushionsource.com](http://www.cushionsource.com)), umbrellas ([www.umbrellasource.com](http://www.umbrellasource.com)), teak furniture ([www.teakfurnitureoutlet.com](http://www.teakfurnitureoutlet.com)), home furnishings ([www.myhomefurnishings.com](http://www.myhomefurnishings.com)), outdoor décor ([www.outdoordrapes.com](http://www.outdoordrapes.com)) and more.

Formed in June 2004, OCG currently has more than 200 niche websites with plans to release 200 additional websites over the next two years. The company has been ranked in the Inc. 500/5000 list of the fastest-growing, privately-held companies in the United States in 2008, 2009 and 2010 as published by Inc. magazine, and has grown its revenue by more than 500% from 2006 to 2009. For more information about OCG and its diverse family of websites, visit [www.onlinecommercegroup.com](http://www.onlinecommercegroup.com).

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