



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Wild Birds Unlimited to Participate in Shop.org's Cyber Monday Shop@Lunch Event

CARMEL, INDIANA – Historically, the Monday after Thanksgiving has been a very important day for retailers, a day when millions of people head back to work and make holiday purchases. To celebrate this year's "Cyber Monday," [Wild Birds Unlimited](#) will be participating in Shop.org's annual [Shop@Lunch](#) and offering Internet shoppers 25% off EcoTough™ Classic Bird Feeders [ordered online](#) December 1st – December 3rd.

This is the first year Wild Birds Unlimited has participated in the Shop@Lunch event, giving credibility to the specialty retailer's recently re-launched [Online Nature Shop](#). Dedicated to "bringing people and nature together," the Wild Birds Unlimited Online Nature Shop boasts an inventory of more than 160 bird feeding products, including the freshest seed blends and suet, bird feeders and houses, bird feeding station hardware, binoculars, bird identification guides and other bird feeding accessories.

Shop.org is the digital branch of The National Retail Federation (NRF). Shop.org's Shop@Lunch promotes Cyber Monday and highlights the convenience and ease of online shopping. With laptops ready for every Shop@Lunch participant, the event provides shoppers with a place to shop online and connects online shoppers with the media. The venue is centrally located in Washington, DC, near Capitol Hill as well as shoppers and the media bureaus.

Shop@Lunch participants will also be eligible to win gift cards from retailers participating in this event, including Wild Birds Unlimited.

The Wild Birds Unlimited featured product, the EcoTough Classic Feeder, is made from recycled plastic milk jugs. Even in the harshest weather conditions, this feeder won't crack, fade or rot, and it comes with a limited lifetime guarantee. It's easy on the eyes, and because it helps reduce the number of milk jugs that end up in landfills, it's easy on the environment, too.

Fun Facts about Shop@Lunch and online shopping:

Shop@Lunch 2007

- Attracted more than 200 shoppers
- Last year, more than 68.5 million people shopped for holiday gifts online from *work*
- The event promotes online purchase and redemption of gift cards

Shop@Lunch 2008

- 11 a.m.–2 p.m. Dec. 1
- Blocks from Capitol Hill and major TV news bureaus

Wild Birds Unlimited is the original and largest franchise system of backyard bird feeding and nature specialty stores with more than 275 locations throughout the United States and Canada. Wild Birds Unlimited specializes in bringing people and nature together with bird feeding and nature products, expert advice and educational events. Visit our Web site, and shop online at www.wbu.com.

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