



## **Military Families Benefit From Expanded Exchange Online Mall**

The addition of several new suppliers to the [Exchange Service's Online Mall](#) is adding up to greater selection and savings for military shoppers. The Leisure Boutique, eChapterOne.com, Bullseye Calendars, Room It Up and Get-Etched.com have all joined more than 85 other name brand retailers offering exclusive discounts and promotions to military Families through the virtual concession mall at [exchangeonlinemall.com](#).

Whether moving to another assignment, heading back to school or preparing for an exciting summer getaway, military shoppers receive 10 percent off lap desks, backpacks, cosmetic cases and more when shopping [www.exchange-roomitup.com](#) through the Exchange Online Mall.

Every member of the military family will enjoy "checking out" eChapterOne.com. Home to more than 100,000 best selling books in popular eBook formats, they offer approximately 80,000 e-book titles in Adobe, Palm and Microsoft formats, with free downloadable first chapters for many titles.

With more than 40,000 items and providing downloadable step-by-step project guides and project webcasts, the Leisure Boutique is a one-stop crafts supply store with a wide array of scrapbooking, knitting and painting supplies. Military shoppers patronizing the Leisure Boutique now receive 5-10 percent off of all products and free shipping on purchases over \$75.

Before the date flips to 2009, military shoppers can take 40-50 percent off high-quality calendars at Bullseye Calendars.

Finally, Get Etched, a leader in world class laser etching and distinctive customized products, can make an ordinary military award of gift truly extraordinary. From stunning black granite to 3D crystal, this site is the place to go for incredible one-of-a-kind gifts.

"By partnering with select suppliers willing to offer special incentives to exchange shoppers, AAFES is able to strengthen the exchange benefit with additional value and selection," said Chief Marketing Office Mat Dromey. "Finding the right product, at the right price and at the right time continues to get easier as the Exchange Online Mall expands."

The Exchange Mall is a concession mall offering online service and merchandise to military members around the world. Today, more than 85 third party sites, including Frames Direct and Military Contacts, which feature prescription glasses and contacts, online book store Books A Million, music download site Napster and tactical gear for

those deployed from Patriot Outfitters, strengthen the exchange benefit through their active support of the [exchangeonlinemall.com](http://exchangeonlinemall.com). Authorized customers can log onto to their Exchange Online Store at [aafes.com](http://aafes.com), [usmc-mccs.org](http://usmc-mccs.org), [navy-nex.com](http://navy-nex.com) or [cg-exchange.com](http://cg-exchange.com) and click the Exchange Mall logo or access the site directly by logging onto [www.exchangeonlinemall.com](http://www.exchangeonlinemall.com).