

Citing Recession Woes, BH Publishing Shuttters 6 On-Line Shopping Venues

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BH Publishing LLC owner, William C. Holm, announced today that their flagship website, **Your World Outdoors.Com** will be closing its Heartland Stores' operations effective immediately for 6 of its on-line stores.

Factors contributing to the operation's shut down were: 1) low traffic to the site, 2) a drop-off in overall Internet sales nation-wide, 3) a market approach that was too broad, 4) low visibility, and 5) low click thrus and conversion rates. The six shopping venues were: 1) Cross-Roads Shopping Center, 2) E-Mall of America™, 3) Shoppes on River Road™- #1, 4) Shoppes on River Road-#2, 5) More Stores on River Road, and 6) "Last Minute Shopping" on-line store.

Buck's Bookstore™ and the Sportsmen's Alley™ will remain open.

On a separate note, Mr. Holm stated that the company had established cash flow from sales generated by on-line shoppers.

For further information

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