



## News

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### **VSN Strategies Launches Updated Web Site**

*VStoreNews.com and VSNStrategies.com are consolidated, as retail technology strategy consultancy enters new phase*

NORWALK, CT - VSN Strategies, the retail consulting practice associated with VStoreNews, has launched a new, completely updated Web site, at <http://VSNstrategies.com> and <http://VStoreNews.com>.

Both domains point to a consolidated Web site, which provides a rich variety of content and services for professionals interested in retail technology and brand marketing. The site was soft-launched on Nov. 27, 2001 and is now fully operational.

The consolidated Web site has been developed as VSN Strategies and VStoreNews shift to a new, "service-centric" phase, said James Tenser, principal of VSN. "We have shifted from a content focus toward an emphasis on value-added strategic consulting services," Tenser said. "The new site reflects the breadth of our capabilities and provides a convenient, useful resource to clients and friends in the multichannel retail and brand marketing field."

Among the user-friendly features offered to users at VSNstrategies.com are:

- A free archive of past VStoreNews publications, many in downloadable .PDF format;
- A free online forum, where users may post queries and announcements or reply to postings by others;
- A well-organized Links page, for fast access to industry media, trade associations, research sites and other resources;
- An interactive calendar, where events may be submitted for free online posting;
- An online bookstore listing recommended business titles (powered by Amazon.com);
- Site-wide intelligent search functionality;
- Detailed information about VSN Strategies' Retailativity consulting services.

VStoreNews.com was originally launched on the World Wide Web in 1997 by James Tenser, as an adjunct to his pioneering online retailing e-letter, VStoreNews. While VStoreNews is no longer in publication, the site maintains an opt-in email list, which distributes bulletins and industry commentary on a selective basis. The list, hosted by Topica, is free and open to all.

VSNstrategies.com and VStoreNews.com are hosted by [MMM WebWorks](#), a Web design and hosting firm based in Princeton Junction, NJ. Site design and content were developed collaboratively by VSN Strategies and MMM WebWorks.

**NOTE TO THE MEDIA:** We will provide publication-quality screen shots of the Web site upon request to qualified members of the media. Color mug shot and detailed bio of VSN Principal James Tenser are also available. Tenser is available for interviews and public appearances.

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