

ChiroMall Celebrates Its First Anniversary!

FIRST-TIMERS RECEIVE UP TO \$25 IN CASH REBATES; ALL VISITORS RECEIVE A FREE CHIROMALL MOUSEPAD

Editorial Staff

This month, ChiroMall celebrates its first anniversary and invites all doctors to log in during the month of July to receive a free ChiroMall mousepad, regardless of whether you buy or browse. First-time visitors can enjoy cash rebates of up to \$25 on all purchases made during their first visit.

ChiroMall has seen tremendous growth since its inception in 2004. Developed as an online shopping site exclusively for doctors of chiropractic, ChiroMall has successfully established a quick, easy shopping solution with great prices and unsurpassed selection.

ChiroMall visitor Dr. Denise Smith agrees: "ChiroMall is a great source of products for all of my shopping needs. It is very user-friendly and saves me and my staff time when it comes to researching and/or buying products."

Initially launched with 18 stores, ChiroMall has grown to over 45 stores, featuring more than 5,000 products and services. And overall sales have increased nearly fivefold compared to last year. ChiroMall offers a number of monthly promotions, such as cash rebates, "Log in to Win" contests, guaranteed lowest pricing, and online specials.

Additionally, international activity has jumped. Last month alone (June 2005), ChiroMall received product orders from locations such as South Africa, Italy, Australia, and Canada.

ChiroMall is open 24 hours a day, every day, to all doctors of chiropractic. To access this exclusive site, you will need your unique user ID and password, printed on the front page of your copy of this issue of *Dynamic Chiropractic*. You can also receive your ID and password by calling (800) 359-2289.

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