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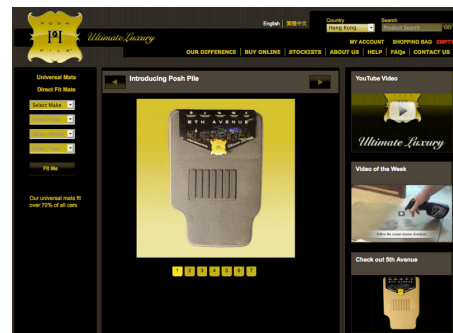
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Posh Pile Launches China and Hong Kong Domains to Better Serve Car Enthusiasts!

The first Chinese and English carpeted car mat websites in Asia

Hong Kong August 2010: to better serve end users, Posh Pile has launched two new domains: www.poshpile.com.cn and www.poshpile.com.hk in addition to www.poshpile.com that launched in May. Since it's launch www.poshpile.com has appeared in Google searches over 34 million times.

Before the Posh Pile site went online, car enthusiasts looking for higher quality carpeted car mats had to go to one of the websites operating in the U.S., Japan, or U.K., or go to their local car dealer. Shipping from the U.S., Japan, or the U.K. can easily exceed US \$100 alone. Posh Pile delivers both universal and direct fit carpeted car mats of exceptional quality with local delivery at very affordable rates.



www.poshpile.com

English Website

The Posh Pile site is extremely interactive with: a mat selector guide where the end user can find the Posh Pile mat choices for his or her vehicle, over 21 online Posh Pile videos, lists of stocklists in the local market, car mat FAQs, and a link to the Posh Pile Facebook page for the latest conversations.



www.poshpile.com.hk

Traditional Chinese Website

The online domains in China and Hong Kong will soon be joined by Posh Pile sites in Singapore, Malaysia, and Thailand. Posh Pile can also be purchased locally online in New Zealand and Taiwan.

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“It gives us great pleasure to help car owners find the very best carpeted car mats locally in their market.” Says Tom Muldowney, Posh Pile Managing Director. “I found my mats wore out every 1-2 years, and I could not easily find replacements in Hong Kong. Car enthusiasts can now buy superior quality Posh Pile mats locally at very reasonable prices.”



www.poshpile.com.cn

Simplified Chinese Website

Posh Pile mats come in universal sizes to fit over 70% of cars and direct fit mats for BMW, Mercedes, Nissan GTR, and Mini and are available at leading retailers or through: www.poshpile.com, www.poshpile.com.cn, www.poshpile.com.hk.

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About Posh Pile:

Headquartered in Hong Kong, Posh Pile is the inspiration of a long time car guy, who went to car shows globally for ten years while launching the leading brand of car care products from the U.S. These mats are designed in the U.S.A, but are available locally in Asia.

Posh Pile's car guy creator found that the OE mats his cars came with wore out after 1 – 2 years . He found it difficult to find mats in the market up to the high standards of his luxurious interiors, so he created Posh Pile.

For more information, visit www.poshpile.com or call (852) 2967-0202