

## Stores to the People! Online Stores for 2 Million Jimdo Sites

*Hamburg, Germany -- February 25, 2010 --* Jimdo, the internationally successful online website creator, adds a key feature: an online store module, turning all Jimdo site owners internet entrepreneurs.

In the blink of an eye, or rather the click of a mouse, every website at Jimdo can become a full-featured web store – no need to become an ecommerce expert or to set up an entirely new website! The German startup is integrating ecommerce into its easy-to-use modular website building system, already in use on two million Jimdo sites around the world.

### Two Million Jimdo Sites = Two Million Potential Online Stores

“In the past three years we’ve helped our users get custom and professional websites online. With the Jimdo online store, we’re taking one critical step forward: we’re making it possible for anyone to start their own online business – all on a Jimdo website,” says Christian Springup, one of Jimdo’s three founders.

“The best part: the new web store features are just as easy and intuitive to use as every other part of our Jimdo. Even users new to Jimdo will find it dead simple to set up a store. In short: it’s never been so easy to start your own online business.”

### eShops for everyone

Jimdo is enabling its new online store for all users - JimdoFree, JimdoPro, and JimdoBusiness. There are no extra set-up fees, and Jimdo includes everything an online store needs: shopping cart, payment integration, as well as quantity and size options. The only difference among the three versions is the scope of the store: With JimdoBusiness (\$15/month), users can add an unlimited number of items; with JimdoPro (\$5/month), they can add up to 15 items; and JimdoFree stores can include up to 5 items. JimdoFree is perfect for private individuals or new users who’d like to test the shop for free and without a contract. JimdoBusiness and JimdoPro are ideal for cost-conscious small and medium-sized businesses looking to include an ecommerce solution on their websites.

### An Overview:

- An easy way to get started with ecommerce
- Create professional and secure online store without a technical background
- Includes everything a good online store needs: great product presentation, shopping cart, catalog views, secure payment system, images, detailed-view, size and quantity options, item availability
- Easy and fast integration of the store onto existing Jimdo sites – no need to set up an separate site or external ecommerce solution
- Automatic search engine optimization by saving the products in microformats
- Facebook app and direct insertion into Google Product Search already in development
- Payment Options: PayPal (including credit and debit cards, bank transfers where permitted), Custom Checkout (personal check, cash, invoicing, COD, local pickup and delivery)
- Simple management of all open and processed orders (printer-friendly format for record-keeping)



## Jimdo – Pages to the People

---

- Two million registered Jimdo sites can start their online shops right away, at no extra cost
- Great for both beginners and experienced ecommerce users
- Jimdo Online Store supports the new [drag-and-drop](#) interface
- Feature-Rich – Low Cost
  - JimdoFree: free → list up to 5 products
  - JimdoPro: \$5 / month → list up to 15 products
  - JimdoBusiness: \$15 / month → unlimited products in the store

**Contact:** Powen Shiah | [press@jimdo.com](mailto:press@jimdo.com) | +1 215 701 4862

### About Jimdo

Jimdo -- Pages to the People (<http://www.jimdo.com>) was founded in February 2007 by three young entrepreneurs Christian Springub, Fridtjof Detzner, and Matthias Henze. In 2004 the three founded a company together on an old farmhouse, NorthClick, now a wholly owned subsidiary of Jimdo. The web technology that powers Jimdo was first developed for NorthClick's business clients to edit and update their sites more easily, but frequent requests from friends gave the founders the idea to offer free Jimdo Pages. Since then, the website creator has been supported by leaders like the Samwer Brothers (alando, jamba) who have invested in the web startup. In February 2010, the 2 millionth Jimdo site went online.