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EnableMart.com Announces a New Way to Reach Consumers Needing Assistive Technology

Manufacturers Resource Network, Inc. (parent company of EnableMart) announced June 1st, 2009 that they will provide deeper information & buying assistance to individuals seeking assistive technology products. EnableMart has been the industry leader in assistive technologies for more than 10 years.

EnableMart will work with Microsoft Corp. to provide additional product information and buying assistance to customers browsing Microsoft's assistive technology page. About 50% of the traffic to <http://www.microsoft.com/enable/at> will be redirected to <http://www.EnableMart.com/microsoft> where customers can not only research and shop the largest variety of assistive technology products on the web, but can also purchase online, over the phone or speak to one of EnableMart's Assistive Technology Experts directly.

To prepare for this additional traffic, EnableMart will develop new search & sort functions as well as additional customer service & sales support. Additionally, any customer that has been browsing the same page on EnableMart.com for more than four minutes will be addressed by one of EnableMart's product specialists who can guide their search through a non-intrusive chat window.

EnableMart's product offering of over 3,000 assistive technology and assistive living devices from over 200 manufacturers, in addition to their expert product knowledge, makes it the perfect outlet for this additional traffic. EnableMart's staff is steadfast in their mission to change the lives of individuals with disabilities and more committed than ever to eliminating barriers and paving the way to independent living.

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