

WHITEPORT

March 2008

FOR IMMEDIATE RELEASE

WHITE IS RIGHT WHEN TIME IS TIGHT New online store offers easy, stylish homeware shopping

New kid on the e-block, Whiteport.com.au is an online store offering an extensive range of home furnishings and accessories, all themed around a stylish white palette. Founded by Jennifer McCabe, a Sydney girl who, after living in London for six years, returned home to find an overwhelming absence of quality Australian homewares stores offering online shopping.

So why white? Jennifer contends the Australian landscape lends itself perfectly to white's simplicity and purity. "There are no limitations when you decorate with white", she says. "Our products look equally good in a city loft apartment or a sprawling beach house. White products are simple, timeless and complement any colour scheme. We are proud to feature the newly launched Royal Doulton fragrance gifts range in addition to our many other lines including luxury bed linen, French country homewares and much more."

By offering the convenience of an online store, as opposed to a fixed retail location, Jennifer says all Australians, even those in remote or regional areas, can access the exclusive homewares available at Whiteport. "We maintain our prices and shipping costs are extremely competitive to ensure this," she states.

Any savvy shoppers needing further encouragement to visit the www.whiteport.com.au site can take advantage of the opening special offering a 20% discount on your first order when you subscribe to the site. This offer is strictly limited till 31 March 2008.

All of the Whiteport images are shot at Jennifer's beach house on Sydney's northern beaches, where she lives with her husband and dog, Scout.

- ends -

NB. More high resolution product images available on request.

Contact: Jennifer McCabe

Tel: (02) 9999 6166 | Fax: (02) 9999 0566 | Mobile: 0409 286 070

Email: jennifer.mccabe@whiteport.com.au | Website: www.whiteport.com.au