

MCM AWARDS

2010

FINALISTS



WEB

Apparel, Sales Over \$20 million

- L.L. Bean: www.llbean.com
- Patagonia: www.patagonia.com
- Boston Proper: www.bostonproper.com
- Express: www.express.com
- The Territory Ahead: www.territoryahead.com

Business Specialty Products

- ePromos: www.epromos.com

Children's Products

- Chasing Fireflies: www.chasing-fireflies.com
- One Step Ahead: www.onestepahead.com

Computer and High-Tech Equipment and Software

- Crutchfield: www.crutchfield.com
- Musician's Friend: www.musicianfriend.com

Consumer Specialty Products, Sales Under \$20 million

- Century Novelty: www.CenturyNovelty.com
- Collage Video: www.collagevideo.com

Consumer Specialty Products, Sales Over \$20 million

- Army/Air Force Exchange Service: <https://shop.aafes.com>
- eBags.com: www.eBags.com

Food/Gifts, Sales Under \$20 million

- King Arthur Flour: www.kingarthurflour.com
- Fairytale Brownies: www.brownies.com

Food/Gifts, Sales Over \$20 million

- Harry & David: www.harryanddavid.com

Home, Hardware and Gardening Products

- PexSupply.com: www.pexsupply.com

Industrial Supplies/MRO

- Labelmaster: www.labelmaster.com

Sporting Goods/Hobbies

- Boundless Journeys: www.boundlessjourneys.com
- The Orvis Co.: www.orvis.com
- Performance Bicycle: www.performancebike.com

► The judges have selected the finalists in MULTICHANNEL MERCHANT'S MCM AWARDS. The judging panel named 51 print channel finalists and 21 Web channel finalists. Gold and Silver Award winners will be announced May 25 at a special luncheon at the Retail Marketing Conference (formerly ACCM) in Orlando, FL.

PRINT

Apparel, Sales Under \$20 million

- Patrick James, Holiday 2009
- Westport Big & Tall, Fall 2009

Apparel, Sales Over \$20 million

- Jockey, Holiday 2009
- L.L. Bean, Fall 2009
- Spanx, Spring 2009
- Sundance Catalog, Holiday 2009 Last Chance
- The Orvis Co., The Sporting Tradition, Fall 2009
- The Territory Ahead, Summer 2009
- Patagonia, Holiday 2009
- Especially Yours, Spring 2009

Business Specialty Products

- Action Bag, Spring/Summer 2009
- Shoes for Crews, Winter 2009-2010

Children's Products

- Chasing Fireflies, Autumn 2009
- Hanna Andersson, Holiday 2009
- L.L. Bean, Back to School 2009
- One Step Ahead, Spring 2009

Computer and High-Tech Equipment and Software

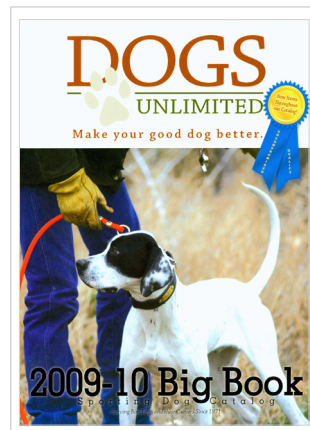
- Black Box Network Services, 2009
- Crutchfield, Winter/Spring 2009
- Musician's Friend, Holiday Gift Guide 2009

Consumer Specialty Products, Sales Under \$20 million

- Artful Home, Holiday 2009
- Country Walkers 2010

Consumer Specialty Products, Sales Over \$20 million

- Paula Young, Fall 2009
- Especially Yours, Fall 2009



- Wishcraft, Halloween 2009
- The Orvis Co., The Dog Book, Fall 2009
- Vitacost.com, Fall 2009
- Murad, Winter 2009

Food/Gifts, Sales Under \$20 million

- Fairytale Brownies, Christmas 2009
- La Tienda—The Best of Spain, Holiday 2009
- Williamsburg, Holiday 2009
- The Metropolitan Museum of Art Store, Holiday 2009
- Wild Pure Delicious by Vital Choice, Holiday 2009
- Cooking Enthusiast, Holiday 2009
- Uno Alla Volta, Holiday 2009

Food/Gifts, Sales Over \$20 million

- Army/Air Force Exchange Service, Holiday 2009
- Cushman's, First Harvest 2009
- Green Mountain Coffee, Holiday 2009
- Harry & David, Holiday Gift Collection 2009
- L.L. Bean, Christmas 2009

- The Orvis Co., Ultimate Gift Guide, Holiday 2009
- Wolferman's, Holiday 2009

Home, Hardware and Gardening Products

- Army/Air Force Exchange Service, Home Decor, Fall/Winter 2009
- Industrial Supplies/MRO
- Labelmaster, 2009 General Catalog
- New Pig, The Big Pigalog 2010
- Buying Guide

Retail/Syndicated Co-op

- Revolution Cycles Cycling Guide 2009
- Lee's Adventure Sports Snow Sports Guide, Fall/Winter 2009
- Museum Tour Catalog 2009-2010

Sporting Goods/Hobbies

- Patagonia, Winter 2009
- L.L. Bean, Summer Outdoor 2009
- The Orvis Co., The Hunting Book, Fall 2009
- DOGS Unlimited, 2009-10 Big Book

