

# Muttropolis.com Included in the Hot 100 Retail Websites for 2009



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**Press Release Summary: Celerant Technology Long-Time Client Listed on Internet Retailer's Top 100 Websites**



Press Release Body: Staten Island, NY (January 7, 2009) – Celerant Technology's long-time client, Muttropolis, was recently listed on Internet Retailer's list of the Hot 100 Best Retail Websites for 2009. Celerant, a leading provider of retail software, provides the platform for the completely integrated software for Muttropolis' retail locations and their e-commerce site.

"Muttropolis has been a great client of ours for some time and we are happy to hear that they have been recognized along with so many other great retail websites," said Celerant Technology President and CEO, Ian Goldman. "The combination of Celerant's real-time integration, along with Muttropolis' creativity, makes it an e-commerce site that easily stands out on the web. The design of the website, along with intuitive navigation and advanced built-in features definitely makes Muttropolis.com stand out on the web."

The Muttropolis e-commerce site is directly connected to the Celerant Command Retail software at the stores, integrating every aspect of their business. Muttropolis.com features a wide array of products, ranging from pet toys and foods, to apparel, for animal lovers and pet owners, alike. In addition to being a store completely devoted to pets, the website also

expresses originality by hosting an " Online Pet Park ." Here, anyone can post images of their pets or start up conversations in the online forum, creating a sense of community for their customers. In using Celerant's advanced software and functionality, Muttropolis is able to have a website that is unique and acts as a true extension of its brick and mortar locations.

According to the Internet Retailer story, "Muttropolis has gotten to know its customers through countless interactions over the years in its five stores. This year, the retailer decided to bring the highly social and crazy atmosphere of its stores to its e-commerce operation by launching its own social network, the Online Pet Park . In the realm of Internet retailing and community, Muttropolis is way ahead of the pack."

Muttropolis.com embodies the creative ideas of its physical locations and features innovative functionality made possible by its integration within the Celerant Command Retail System. Muttropolis.com was included on the top "hot" 100 list, along with other retail websites such as Amazon.com and Bestbuy.com. The complete list can be found at [www.internetretailer.com/uploads/2009Hot100Websites.html](http://www.internetretailer.com/uploads/2009Hot100Websites.html) . To visit the Muttropolis website, powered by Celerant Technology, please visit [www.muttropolis.com](http://www.muttropolis.com) .

#### **About**

#### **Celerant**

#### **Technology**

Celerant Command Retail is an advanced real-time management system, which manages all areas of multichannel retail including POS, inventory, warehouse, distribution center, allocation, E-Commerce, mail order, kiosk, datamining, and back-office, in a single, integrated system. Our advantage is the flexibility of our Java platform, allowing Celerant professionals to conduct cost-effective analysis and adaptation based on the individual needs of each retailer. The result is a better system that meets the needs of retail businesses and gives them the tools to take Command of their success. For more information regarding Celerant Technology, go to [www.celerant.com](http://www.celerant.com) . For information on the Command Retail product, visit [www.commandretail.com](http://www.commandretail.com) .

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