

## Designer Fragrance Distributor Reaches Early Milestone

*Discount designer fragrance wholesaler up and coming strong...2500 members and counting*

August 11, 2007 (FPRC) -- Online Discount Designer Fragrance Wholesaler MyPerfumesForLess reported today its latest membership club numbers reaching 2,500 members. MPFL launched late in January 2006 and has already reached a milestone it did not expect to achieve this early in the company's life-cycle. "We barely spent money in marketing and advertising during our first year of existence as our focus was strictly to maintain a low cost-structure. For that reason we are very much surprised and at the same time pleased to see our loyal membership base grow at this rate", said Sunil Sajnani, President of MPFL Operations. If the growth continues at this pace, the online distributor of designer fragrances promises to keep its advertising and marketing budget to a bare minimum, and therefore continuing to pass large savings to its members and customers. MPFL projects three-folds growth in the year 2008 with growing product variety and quantities on hand.

The company is contemplating reducing membership prices for loyal members that will be renewing their memberships in 2008. Members will receive personalized emails with discount codes that will allow them 50% off their membership renewals. "It's just one more way to reward our ever growing membership base" said company President Sunil Sajnani. "Once a MPFL member, always a MPFL member" he added.

MyPerfumesForLess offers discount perfume, cologne and other fragrances at wholesale prices. Our goal is to provide the largest selection of designer perfume & cologne at the lowest prices. We guarantee safe and secure shopping on our portal anytime you visit us.

### **Contact Information**

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### **Keywords**

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