

## **Aero Financial Retained as Strategic Consultant by epShops.com**

San Diego, CA—February 3, 2009—PRNewswire—Aero Financial, Inc. a strategic advisory and finance & marketing consulting firm announced today that the company has been retained as a strategic consulting partner by epShops, a low cost, online retailer of consumer products. Based in Excelsior, Minnesota, epShops specializes in home & garden, pet, and consumer electronics products sold through its rapidly expanding network of tightly focused Niche Retail Websites. For additional information on epShops, Inc., please visit [www.epshops.com](http://www.epshops.com).

Pursuant to the consulting agreement, Aero Financial will assist epShops.com in several facets of the company's growth plans, including:

- Introduction to Capital
- Mergers and Acquisitions
- Product Distribution
- Public Relations
- Marketing

Jim Price, Chairman and CEO of Aero Financial States, "In this challenging economic time, we are pleased to come across a strong, focused and well managed company like epShops, Inc. They have weathered the past year well, through their strong, organized business model and commitment to innovation. We look forward assisting them in the growth of their company and their brand."

### **About epShops, Inc**

We set out to create a shopping experience that would be easy and fun for our customers who care for their homes and loved ones as much as we do. Our vision is to offer a complete assortment of the very best products at the lowest possible prices with the convenience of online shopping, delivered directly to our customers' doors. It's all about our customers. We are authorized dealers for most major brands and try to continually scout the industry and present our customers with a broad offering of "new" products to make their lives easier and more enjoyable.

### **About Aero Financial**

Founded in 1992, Aero Financial is a diversified Holding Company with core competency in Strategic Advisory and Consulting. Aero provides growth capital as well as a full range of essential support and organizational services to private and public companies, starting from business plan to IPO and everything in-between - angel investment, venture capital, human resource management, and crisis & asset

management. Subsidiary, Aero Financial Sri Lanka, provides professional management and consulting services for governments and corporations throughout the Middle East and Southeast Asia.

Aero is headquartered in San Diego, and has offices in Dallas, Baltimore, Las Vegas, London, Dubai and Sri Lanka. Aero may be contacted at +1.858.481.8022 or at [www.aero-financial.com](http://www.aero-financial.com)

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