



Specialty E-tailer, Rockimals.com, Is Ready To Rock This Holiday Season

For Immediate Release

TAMPA/EWORLDWIRE/Sep. 29, 2004 --- While some consumers may still be pondering Halloween costumes, holiday shopping is already off to an early start at Rockimals.com, where shoppers can find many wonderful gift ideas. More and more people are discovering how much easier it is to browse the virtual store shelves.

Rockimals.com, an internet retailer of rocking horses, whimsical rocking animals, and a variety of rocking vehicles, is ready to make children's dreams come true. While rocking horses have always been a classic holiday gift, there are now dozens of creative variations to suit every child - anything from a New England dory to a mini-motorcycle that will roar down the road of their imaginations.

"We specialize in only one type of toy: those that rock," says Deborah Edwards, president of Rockimals.com. "Unlike many e-tailers out there, we stock 95 percent of our toys so we can make sure they arrive on time; we are committed to making sure our one-of-a-kind rocking toys will be under your tree on Christmas morning!"

Rockimals.com places all styles and variations of the traditional rocking horse under one roof, making it easy for parents to find the right one for their child. "Holiday shoppers are definitely starting earlier this year. I think many people learned the hard way when they ordered too late last year - this year they want to make sure they get what they want," adds Edwards.

Specializing in one type of toy and having the entire selection in one spot, makes it easier on the shopper. With over 50 variations of the rocking horse available on Rockimals.com, and almost all of them in stock, the niche e-tailer is ready for holiday shoppers. Like dolls and toy trains, the classic and traditional rocking horse gift continues, but the means of obtaining one have changed with the times.

About Casam LLC

Casam LLC has owned and operated 6 internet-based specialty stores since 2000, all of which focus of child-related products.

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