



FOR IMMEDIATE RELEASE

Creatuity Corp. Launches New eCommerce Site for Motocrossgear

Magento platform used to implement brand-new online store for motocross accessories.

RICHARDSON, Tex., April 21, 2012 — Creatuity Corp., which provides quality eCommerce development solutions and specializes in the Magento platform, announced today the launch of a brand-new eCommerce site for Motocrossgear, an online retailer of motocross accessories. [<http://motocrossgear.com>]. The new site, built on the Magento platform, provides Motocrossgear with an efficient online store that allows the company to continue to deliver quality customer service and no-hassle purchase options for its customers.

“Creatuity not only built us a site that has greatly enhanced our online presence. They also took the time to understand our design vision and create a site that suited our mission as a company,” says John Holloway, founder of Motocrossgear. “We chose Creatuity because of their reputation as experts on a variety of eCommerce platforms and feel that they delivered a site that will help our company continue to grow.”

Creatuity worked closely with the company to build a brand-new Magento storefront and integrate an existing blog. Using a detailed graphical mockup drafted by Motocrossgear, Creatuity created and implemented a new design theme for the website with customized features. Magento, the most popular eCommerce solution available, was used to build the online store, while the WordPress platform was used for the blog.

In particular, Creatuity was able to provide the company with a streamlined check-out process and a product page that gave customers the chance to view related products offered. These new additions led to a greater efficiency in the shopping process for the customer and made it easier for the customer to purchase additional products based on preferences. Motocrossgear’s blog, which already boasts a strong readership base, was also fully integrated into the website in order to further drive traffic to the new store.

Creatuity not only provided initial design and development assistance but also offered support after the initial site’s launch. These ongoing site enhancements have greatly improved the new site’s functionality and further enhanced the customer’s experience, a main goal of Motocrossgear.

“We greatly enjoyed collaborating with the owners of Motocrossgear every step of the way to build this groundbreaking new eCommerce store that makes it fast, easy and enjoyable to find and purchase new motocross gear and equipment online.” said Joshua Warren, founder and president of Creatuity. “We’re looking forward to providing ongoing consulting to help increase traffic and conversions to their stunning new store.”

In addition to the redesign of the new e-commerce site for Motocrossgear, Creatuity provides consulting and maintenance services to optimize site performance and continue to build upon its quality foundation.

About Motocrossgear

Passionate about all things motocross, Motocrossgear is owned and operated by husband-and-wife team John and Lindsay Holloway. Motocrossgear's goal has always been to make buying gear online as simple and no-hassle as possible, while still delivering quality products on time. Built on the foundation of great customer service, the company sells a variety of accessories for any motocross enthusiast, from helmets and protective gear to casual wear and jerseys. Motocrossgear products are available online only [<http://motocrossgear.com>].

About Creatuity Corp.

Creatuity Corp. is a dedicated e-commerce design and development company that has helped over a hundred clients find new online growth in today's modern world. From quick fixes to complex site creation from scratch to eCommerce consulting, Creatuity's services are customizable for each client and have been successful in a variety of industries and markets. The company specializes in the leading development platforms, including Magento and WordPress. Clients include retailers from a diverse range of industries: from clothing stores to publishing firms. Founded in 2008, Creatuity Corp. has offices in Richardson, Texas and Europe. Call 214.810.5005 or visit <http://www.creatuity.com> to learn more.