

**Monday, October 17, 2005**

### **Menards to launch its first e-commerce site in time for holiday shopping**

Menard Inc., operator of the Midwest-based Menards home improvement retail chain, will launch its first retail e-commerce web site in time for this year's holiday shopping season, its site developer, Acquity Group, said today.

Acquity will develop and host the new Menards.com, replacing an existing brochure version of the site, but Menard will control fulfillment and manage the site's content and marketing with Acquity's new Commerce OnDemand hosted service, Acquity president and CEO Chris Dalton says.

"We can't say exactly when it will go live, but things are imminent, it will be in time for the holiday shopping season," Dalton tells *Internet Retailer*.

Menard, based in Eau Claire, WI, is the third-largest U.S.-based home improvement retailer after The Home Depot and Lowe's Cos. Inc.

Chicago-based Acquity Group retailer clients also include PetsMart Inc. and Nautilus Inc.