



The Source reports strong Black Friday & Cyber Monday sales

BARRIE, ON, December 3, 2013 - The Source today announced record Black Friday and Cyber Monday sales and expectations for a strong holiday shopping season.

Black Friday sales were up 30% compared to 2012. Online orders exceeded last year's levels within the first few hours, and ended the day at 66% higher than 2012.

"Black Friday and Cyber Monday continue to be two of the most popular shopping days of the year for Canadians that love great deals," said Charles Brown, President of The Source. "And with more than 700 locations across Canada and thesource.ca, consumers recognize we are one of the top destinations for consumer electronics and home entertainment shopping this holiday."

While Canadians can access the latest communications and consumer electronics at hundreds of The Source retail locations across Canada, online shopping surges before the holidays. The Source saw Cyber Monday online orders grow 21% over 2012 volumes.

"Consumers love the ease and convenience of shopping online," added Mr. Brown. "Cyber Monday online traffic and sales spikes are indicative of the level of online activity The Source expects through the remainder of Cyber Week, as consumers take advantage of special online offers in categories like TVs, smartphones, headphones, DSLR cameras, laptops, tablets and home entertainment."

The Source also reported exceptional growth in online orders of 120% year-over-year for the Thursday before Black Friday, known as Grey Thursday. Strong brands like Bose, Monster, Nikon, Samsung and SONY are some of the 'in demand' brands this holiday.

For more information and to take advantage of Cyber Week sales at The Source stores and online, please visit thesource.ca

About The Source

Building on 40 years of excellence as an electronics retailer, The Source (TheSource.ca) is one of Canada's largest retailers with more than 700 locations nationwide. All stores offer a wide range of brand name consumer electronics including communications, home entertainment, computing and audio products. More than 70% of Canadians live within five kilometres of stores operated or licensed by The Source.

For more information, please contact:

Agnes Roter
Agnes.Roter@TheSource.ca
705.728.2262 ext. 4252