



**The New and Improved www.silvertowne.com Makes Shopping For Coins
And Bullion Even Easier**

Winchester, Indiana, June 29, 2012 – The new SilverTowne website, found at www.silvertowne.com, launched in late September of 2011 and has continued to grow since. One of the main goals of the new site was to make it more user-friendly, and this was accomplished through better categorization of products, easier checkout, an expanded product offering and the addition of helpful information about the company as well as numismatic information in general.

According to David Hendrickson, President of SilverTowne, “At SilverTowne we strive to offer our customers a large selection of silver, gold and coins at the lowest possible prices. We redesigned our website in order to give our customers a better shopping experience online – to match what they had come to expect when doing business with us at coin shows and in our Winchester coin shop.”

Hendrickson added that since launching the new website they have received mostly positive feedback. Based on customer comments and their own research, the SilverTowne web team continues to update the website. Some changes they have made since the initial launch include: better sorting and filtering in categories, more relevant results when using the search box, the addition of an interactive market detail charts page to provide historical market data, and a new social sharing bar that allows site visitors to share interesting content on any page with their friends and online communities.

Recently, the SilverTowne website received an update to give it a *cleaner* look and to allow visitors to find what they are looking for even quicker. “We love to hear from our customers and learn what they like and don’t like about our website” said Hendrickson. “Many updates we have made came from customer feedback and ideas - like re-adding our weekly specials. When we first set up the new site we had left this off, only to learn that many customers loved this section!”

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Founded in 1949 by Leon Hendrickson, SilverTowne L.P. is one of the country’s largest and most respected dealers of rare coins, modern coins and precious metals. From a cigar box under a lunch counter to a multi-million dollar business, SilverTowne has grown from a small coin shop

to four retail departments under one roof. In addition to the retail showroom in historical Winchester, Indiana, SilverTowne provides a wide-selection of bullion and coins to collectors and investors nationwide through catalogs and their website, <http://www.silvertowne.com>.

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