



## **SilverTowne Announces New Mobile Version of Their Website**

**The new SilverTowne mobile website provides users with an easier way to browse the SilverTowne website on phones, tablets and other devices.**

**Winchester, Indiana**, July 30, 2013 – SilverTowne L.P., one of the nation’s largest coin and bullion dealers, announces the launch of a mobile version of the SilverTowne website. This website can be accessed by visiting [www.silvertowne.com](http://www.silvertowne.com) from any smartphone, tablet or other device. The new mobile site gives users an easier way to browse the SilverTowne website with their fingertips while on the go.

Customers will be able to use the mobile site in the same way as the traditional desktop version of the website - from researching and buying products, to accessing market details, to staying informed with SilverTowne’s social media and other informational services. Just like on the full website, bullion prices on the mobile site are updated in real-time to reflect changes in the precious metals market spot pricing, allowing customers to make informed purchases. SilverTowne President David Hendrickson notes that “the user-friendly mobile site is ideal for SilverTowne customers wanting an easier way to access the SilverTowne website from wherever they are. People have often told me how difficult the (full) website was to use on phones.”

The new mobile site was designed and created by members of the SilverTowne web team. Having the site built in-house allowed the designers to better retain the SilverTowne look and feel for the site, while making it easier to access the information and services that SilverTowne customers have come to expect. The mobile site loads automatically on most phones and devices by visiting [www.silvertowne.com](http://www.silvertowne.com). There is also a link to access the mobile version of the site in the footer while viewing the full site. Users can also switch back to the full site anytime they want via a link in the footer on the mobile site.

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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 their website, [www.silvertowne.com](http://www.silvertowne.com).*

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