Winner Medical Launches Its Own PurCotton® B2C Website

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SHENZHEN, China, Sept. 30 /PRNewswire-Asia/ -- Winner Medical Group Inc. (Nasdaq: WWIN [1]; "Winner Medical"), a leading manufacturer of medical dressings, medical disposables and non-woven PurCotton® materials for the medical and consumer products industries in China, today announced that it has launches its own PurCotton® Business-to-Customer (B2C) online store at www.purcotton.com [2].

Opening online stores and brick-and-mortar stores are the main distribution channels for promoting PurCotton® brand at current stage. In order to promote the online store and products, a range of promotional activities and online advertisements are launching. Winner Medical is adverting on some of China's most popular websites whose primary audience includes affluent females. In order to maximize customer attention, Winner Medical also plans to advertise on some widely used communication platforms such as Twitter and Blogs.

Mr. Jianquan Li, CEO and Chairman of Winner Medical, commented, "We are excited to launch our own B2C website. In addition to launching the PurCotton® website on Taobao.com and our own B2C website, we plan to cooperate with other online shopping mediums to maximize sales throughout China." Mr. Li continued, "In order to build a healthy and sustainable retail business, we slowed down the pace of chain stores opening, since we carefully evaluated all relevant operating and financial metrics, including store location and size, product packaging and pricing, brand image, customer service and marketing. After a quarter's evaluation, we developed clearer and more detailed operating and financial metrics which guided us to open two stores in Guangzhou, the capital city of Guangdong on September 18 and 23, 2010. We are confident in complementing our brick-and-mortar business with online distribution channels. We continue
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SOURCE [3]

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Links:
[1] http://studio-5.financialcontent.com/prnews?Page=Quote&Ticker=WWIN
[2] http://www.purcotton.com/
[3] http://www.bio-medicine.org/medicine-technology-1/Winner-Medical-Launches-

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