

Neil Horowitz owns super store with super deals

PRICES AT NH INC WILL DELIGHT SHOPPERS



"Wow" is what most shoppers exclaim the first time they walk into NH, Inc. Greeting customers at the front door are name brand swimsuits marked down 60% below suggested retail prices. Venture inside, and you will see some 100,000 items for sale: clothing, kitchen appliances, pet supplies and more in a 26,000 square foot location. Brand name products are selling here for prices up to 70% off suggested retail prices. Merchandise for sale here caters to all age groups from new-born babies to adults.

"Everybody loves a deal and I will simply not be undersold," boasts company president Neil Horowitz. "Show me an advertised price from another retailer and I will beat their price." Horowitz seems to delight in dazzling shoppers with fantastic savings.

"The inventory here is all brand new, first class merchandise," Horowitz continues. "We feature many top name brands in all our categories: Minelli Shoes for both Women & Men, Gstar, Diesel, Jack Jones, Izod Ralph Lauren, BB Dakota, Rich & Skinny, Rock & Republic,

Christina, Balex, Point Zero and more. This is interesting, high quality inventory all under one roof, and at a fraction of the price that it sells for elsewhere."

How does Horowitz do it? He is an insurance salvor, meaning that insurance companies call him whenever there are problems with any type of inventory which has been either exposed to the elements, phased-out, or subject to product liability, theft, insurance fraud, etc. For instance, if there is a small fire at a department store, legal contracts stipulate that all of the merchandise is liquidated even though some of it might be unaffected by the fire, and insurers call Horowitz. "It's a shopper's delight here. Customers are winners when they step into my store. This is the best possible product for an unbelievable price."

"If a Nautica T-shirt retails elsewhere for \$50 and is on sale for \$34.99, I'm selling it for \$14. These prices cannot be beat; this is the 'wow effect.' You are going to buy multiples of each item." Horowitz continues, noting that while major brand retailers typ-

ically have liquidation centres, he undercuts those centres.

"I'm always reintegrating new inventory here, continues Horowitz. I recently received an important inventory from one of Canada's leading Electronic stores as well as 700 assorted shoes of high end women's shoes. I am selling this merchandise for a fraction of what it normally retails for.

It is not retail here, concludes Horowitz, emphasizing the modest decor. "I don't need to spend money on beautiful lighting; the prices alone will light up customers' eyes." Apart from the ample free parking on site, public transit is also available via STM bus 121 West from Cote Vertu metro. From the bus terminal, it is a short walk to the store.

NH Inc.

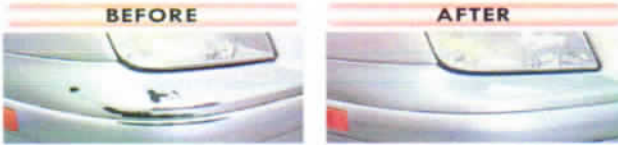
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