

Introducing Lane Mates – The Place Where Swimming, Networking and Shopping Meet

ENCINO, Calif., March 26, 2012 (SEND2PRESS NEWSWIRE) – With over 1,000 swimmers on the master's swim team located throughout the Los Angeles area – that Lane Mates founder Sharon Hollander swims with – “It’s amazing that we had no discounts or coupons available for swimwear or gear,” says Hollander. So she took it upon herself to contact many of the more popular online swim suppliers to discuss group pricing, volume discounts and obtain the best prices on the net.

“Swimmers do not carry pens unlike other land based athletes, so it is difficult to network with other swimmers,” states Hollander. “As an avid swimmer, I realized there was no single place where I could: meet other swimmers, be educated on swimming topics, watch swimming videos, obtain workout sets, exchange ideas, find relevant information, and also shop for swimming gear and products. I created that network – Lane Mates – the place where Swimming, Networking and Shopping Meet!”

The benefits to Lane Mate members are plentiful. It’s:

- * the place where we can promote interest in swimming for exercise, sport, etc.;
- * a single source where swimmers of all levels can communicate;
- * a shopping site with cool swimming products as well as other lifestyle merchandise;
- * full of relevant and timely information from blogs, newsletters and links;
- * provides valuable daily coupons;
- * presents exclusive coupons and discounts – available only to Lane Mates clients.

With online shopping up over 12 percent in 2011 – this trend clearly reflects that people are slowly starting to view the economy as be more positive, more people are taking advantage of the online retail world. Vendors continue to offer free shipping to meet the needs of the shopping consumers. “We needed a single source to obtain valuable coupons and discounts for athletes,” states Hollander.

Most of all, we are the online resource for people to communicate about their passion – swimming. You can discuss competitive-edge strategies and techniques, dry land exercise, new and innovative products on the market, social events, etc. Lane Mates is here to increase your network of fellow swimmers.

Join today and reap the benefits of being a Lane Mate. Visit:
<http://www.lanemates.com> or on mobile device at www.lanemates.mobi – or
Facebook: LaneMates – or **Twitter: @lanemates**.

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