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**'Summer Cart' Shopping Cart Hits The 1000 Features Mark**

*Newly released shopping cart software shows unrivaled multi-language support, 39 built-in currencies and innovative user interface. These are only 3 of 1000 features that make Summer Cart fast, efficient and user-friendly ecommerce solution.*

**/24-7PressRelease/** - SOFIA, BULGARIA, August 4, 2008 - Mirchev Ideas, a leading provider of custom applications for ecommerce business, today announced the launch of Summer Cart ( <http://www.summercarts.com/> ), a standalone feature-rich PHP shopping cart. Summer Cart powers customer-focused online stores, that are fully search engine optimized and easy to use for end users and merchants.

Summer Cart has all the features to enable a retailer to sell online with advanced product catalog and popular billing and shipping methods. Seasoned merchants and successful stores with growing customer base will also find a myriad of edge-cutting features standing up to their needs. The new ecommerce software offers distinctive functionality on the following points:

- \* Search-engine-friendly product catalog
- \* Comprehensive orders management
- \* Powerful content management system
- \* Google Checkout, wizard and anonymous checkout
- \* PayPal, Authorize Net, 2CO, Collect On Delivery payments
- \* Real-time shipping rates from UPS, USPS and FedEx
- \* Free, flat-rate and table-based shipping
- \* 39 currencies get updated daily
- \* Multi-language store front and admin panel

"After 5 years spent in addressing the needs of hundreds of online retailers we came up with a powerful and user-friendly ecommerce solution, that makes your life as a business owner more enjoyable," said Georgi Mirchev, Summer Cart's architect and Mirchev Ideas CEO. Summer Cart simplifies the process of building and managing a professional e-commerce website and can be fully customized to the specific needs of any retail industry. Summer Cart is 99% open source, uses PHP 5, MySQL and Apache, and is carefully designed to be secure, scalable and easy to maintain.

**About Mirchev Ideas Ltd**

Since 2003, Mirchev Ideas has been a leading provider of custom applications for online business and ecommerce software, with technical experience in over 500 projects. The company offers custom-made business management applications that automate everything from order processing, to lead generation, marketing, tracking, search engine optimization, real time inventory controls, affiliate relations and other daily functions essential to running a business online. Located in Sofia, Bulgaria, Mirchev Ideas can be reached online at <http://www.mirchevideas.com/> .

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