

# BUDGET STRETCHING IDEAS

## Not Your Grandmother's Coupons

(NAPS)—Clip this fact! Over 80 percent of all Americans make purchases using coupons.

With the current economic slowdown, every little bit of savings helps. It always has.

Coupons have been around for more than a hundred years. The very first coupon was issued in 1894 by Asa Candler, the druggist who invented Coca Cola. To get customers to try his soft drink, he gave out hand-written coupons that could be redeemed for a free glass.

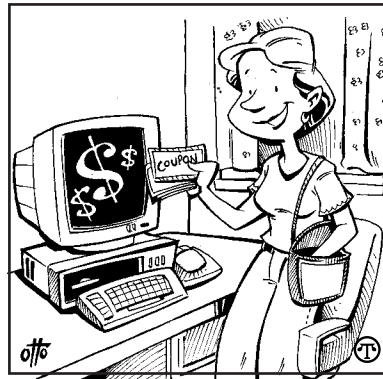
Not long after, C.W. Post followed Candler's lead. His coupon offered patrons a penny off any purchase of Grape Nuts cereal. Since then, the coupon has been—and continues to be—money in America's pocket.

New technology and the Internet paved the way for an online "coupon revolution." Today, you can download and print coupons directly from the Web. For example, NestEggz is a new online technology that lets you earn interest on coupon savings.

NestEggz coupons are found on popular Web sites any time of the day, any day of the week (not just Sundays).

How does it work? Let's say you're on one of your favorite Web sites, such as Yahoo!, About.com, Blackworldtoday.com or Totalwoman.com. You see a coupon for one of your favorite brands, such as Kellogg's, Huggies, Clairol, and Mott's.

You can click on the coupon, print it out and use it at the store,



**Web surfing can help find little ways to stretch your dollars, including online coupons.**

just like any coupon.

The difference is your coupon savings are deposited into an online NestEggz savings account, which earns 15 percent interest. It's real cash and you can withdraw your money at any time.

As your savings grow, you can treat yourself to a night out with your spouse, have extra money for holiday gifts, or some other unbudgeted treat.

"With NestEggz consumers can really watch their coupon savings add up," says shopping expert Frank Fiore, author of *Dr. Livingstone's Online Shopping Safari Guidebook* and About.com's online shopping guide. "The online savings account adds a whole new dimension to couponing. It's a great way to save some extra money and make your coupons work overtime for you."

For more information, visit [www.nesteggz.com](http://www.nesteggz.com).