

WASHINGTON WATCH

Shopping For A President: Who's Right For You?

(NAPSA)—It has been said that the business of America is business. And a popular Web site is now taking the country's consumer ideals to the next level: allowing people to shop for the next president of the United States.

Much as one might use the Internet to comparison shop for a new computer or vacuum cleaner, the site lets potential voters match up the candidates side by side, based on their positions on the issues most important to the users.

Why The Confusion?

There are almost 20 major candidates running for president. Yet this is the first time a sitting president or vice president has not run in more than 50 years. (It last happened in 1952, when Harry Truman opted not to seek re-election and his VP dropped out of the race.) That makes this one of the most crowded and confusing elections in years; therefore, it is essential for voters to understand the possibilities, so they can find the right candidate in the sea of names.

PriceGrabber.com's 2008 Election Guide starts by asking visitors to take the Candidate Match survey. In the survey, users answer questions about how they stand on more than 25 different issues, from Iraq to health care reform and everything in between. The site then matches those results with each candidate's stance so that



A popular Web site allows potential voters to comparison shop for a presidential candidate.

users can find out which candidates agree with them most.

Once you know more about which candidates stand closest to your beliefs, it is important to learn more about those candidates. The site offers news articles, discussion forums and candidate reviews to help you learn who truly is the best candidate for you.

The site offers a one-stop shopping experience to find relevant information on the candidates, in an easily digestible format. And once you've found your candidate, you can return to PriceGrabber.com to contribute to discussions, news articles and reviews so that future users can learn from your wisdom.

To learn more, or to take the Candidate Match survey, visit elections.pricegrabber.com.