

# The Active Consumer

## Complex Products

(NAPSA)—Even as more and more consumers are beginning to feel comfortable online when shopping for such everyday items as books, music and clothing, many are still hesitant to pick out more complex products—cars, digital cameras, cell phones, etc.—without a salesperson to guide them through the process.



**A new comparison Web site offers personalized recommendations on everything from cars to digital cameras.**

Fortunately, there's a Web site that helps take the intimidation out of major purchases. Called [myproductadvisor.com](http://myproductadvisor.com), the site helps shoppers narrow their focus and save time while ultimately finding products that are better suited to their needs and preferences.

The site offers very high-quality product recommendations customized to each individual user, with objective product recommendations that aren't influenced by banner ads or other product promotions. And it includes up-to-date product data on most products on the market.

To learn more, visit the Web site at [www.myproductadvisor.com](http://www.myproductadvisor.com).