



Holiday Shopping On The Internet

Tips For Online Shopping

(NAPSA)—Holiday shopping online can help save time—but just how much time you save may depend on how you search.

If you want to buy your sister an iPod this holiday season, your first choice may be to do a quick search for “ipod” using the search box on your homepage. Chances are, that query will turn up results that range from Web sites for music downloads to accessories, with e-tailers’ sites and articles on buying iPods only sporadically mixed in. Well, thanks to the new trends on the internet, there’s a new way to shop online that will save you both time and money.

This month, Julie Smith wanted to get a jump on holiday shopping and buy her sister an iPod, but with three kids—all under the age of six—she had little time to get to an electronics store. Like most of us, she turned to the Web. Julie had heard of a new web site that was dedicated to finding any product you are shopping for, as well as all the research and reviews available for it.

Julie used Become.com to research the right iPod for her sister, while also finding it at the best price online and with free shipping. She was happy to find the device at \$20 less than the price she had seen on another site. Because of the shopping search site she used (Become.com), Julie was able to give her sister the gift she wanted without leaving her house AND saving money!



The right search engines can weed out Web sites that are irrelevant to online shoppers.

The latest tools in search are aimed to help users find exactly what they are looking for when searching. If you are shopping, sites like Become.com are designed to give you specific results that relate to the item you are interested in, ultimately saving you time and money. With shopping—focused search sites like Become, you can now search for thousands of products, from luggage for your trip home for the holidays to a digital camera to capture the special moments experienced with family and friends.

You can rest assured that you are receiving unbiased information about products. Companies cannot buy their way into the search engine’s search results, meaning the expert information you find is from real experts.

For more information on the site, visit www.become.com.