

Savvy Shopper

The Best Way To Know Before You Buy

(NAPSA)—Search engines are a great way to find anything—except for one problem. They find everything. Now there's a search engine that takes a new approach allowing you to locate valuable and often hard-to-find shopping-related research tools such as buying guides, reviews, articles, specifications, forums, merchants and a variety of other pertinent information.

Have you ever felt frustrated when researching products on the Web? Have you ever been unable to determine the product or service that best meets your needs? Most search engines look for pages containing your words without regard to context, so you receive a wide range of information. Now, however, a new search engine has been developed to solve this problem.

Informed Purchasing Decisions

Unlike general-purpose search engines, this one understands the context of your search. It directs you to research-related information that helps you best determine what to buy.

For topics where very little (if any) research information exists on the Web, you get the most relevant links available—including pages from merchants and various sites discussing the topic of interest.

When you go to the site, Become.com, you'll find suggested searches that other users have performed.

Once you begin typing, you'll see useful search terms that you might want to try based on what



A good search engine can help you avoid biased or irrelevant information.

you have typed.

You can click on a suggestion to try that search. These suggestions are not based on past searches, but rather on the technology's understanding of shopping-related content available on the Web. All suggestions such as product names appear at the bottom of each results page.

Price Comparison Component

Once you've learned all you need to know about the right product to buy, Become.com provides consumers with a price comparison component to find the best price online. The site contains up-to-date pricing on most every product imaginable and then helps you identify the best price. So, whether you're shopping for the best values for college dorm stuff or looking for a new baby stroller, you should find the right product and price.

Become.com is considered to be a trusted, reliable search engine where users can find product reviews.