



# Holiday Shopping On The Internet

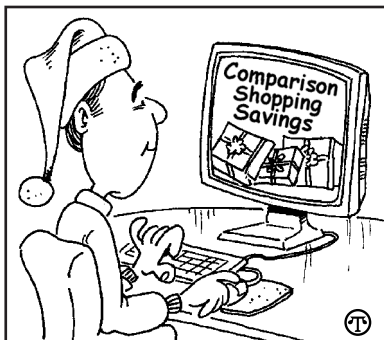
## Avoiding Holiday Shopping Headaches

(NAPSA)—With the holiday season upon us, many shoppers are already beginning to worry about their ever-growing gift list for friends and family. Online shopping continues to grow in popularity as holiday gift givers rely more heavily on the Internet to find great deals on virtually any gift purchase. Comparison shopping Web sites allow shoppers to shop smart and fast, giving them the ability to easily compare prices, models and features of a particular item across thousands of stores. Shoppers no longer have to brave the crowded malls, jammed parking lots and long lines—many consumers are enjoying a stress-free shopping experience online right from the comfort of their homes.

Whether shoppers begin their holiday shopping the day before Thanksgiving or wait until the last minute, shopping online can make the holidays enjoyable and efficient. The Internet offers great deals on all kinds of gifts, from the hottest electronics to the latest fashion must-haves. Additionally, online shoppers can find out which merchants offer free shipping and guaranteed delivery before December 24. Dying to get Dad a new digital camera this year without paying a ton of money? Some comparison shopping sites offer shopping e-mail alerts that notify shoppers when a product price drops below a specific amount. It could be possible to never miss a sale again!

Some tips to keep your holiday shopping smart this season:

- **Use a comparison shopping site.** Look for established comparison shopping sites such as Yahoo! Shopping (<http://shopping.yahoo.com>) that scour the entire Web for products to get the best selection. Sites such as Yahoo!'s organize the requested information into a chart or grid that contains all product background needed to make a purchasing decision, then direct you to online stores where you can find the best price. Comparison shopping sites can make holiday shopping fun again by providing useful tools to help find the perfect gift while saving money—and that's something every shopper can appreciate!



**You can save time, money and effort when shopping for holiday gifts online with a few smart shopping suggestions.**

- **Safeguard yourself from online fraud:** Shop on sites with consumer protection programs. Under federal law, a consumer's liability for an unauthorized online charge is limited to \$50. However, some online shopping sites have gone a step further to give consumers increased confidence when making purchases online. This process ensures that consumers are protected when shopping online.

- **Protect your privacy.** Consumers should always be mindful of the information a merchant is collecting. Be sure to check the privacy policy to understand how your information will be used and if they plan to sell or share the information. If a privacy policy is not posted on a site, consumers should get in touch directly with the merchant or choose another online store.

- **Look for free shipping and guaranteed delivery.** During the holiday season, many merchants offer free shipping deals. It's well worth your while to visit sites that offer consumers a Free Shipping page detailing the merchants that offer free shipping for purchases. Need a last-minute gift for Mom delivered by December 24? Some online shopping sites also list retailers that guarantee delivery of products before Christmas Eve.

Shopping online for the holidays can be fun and easy, as long as shoppers know where to turn for convenience and great deals. Online comparison sites such as Yahoo! Shopping can help ease the holiday shopping blues. So grab a glass of eggnog and snuggle up to your computer—'tis the season to shop online!