

Holiday Shopping Tips

Survey Finds More Than 50 Percent Of Holiday Shoppers Would Rather Skip The Mall Entirely

(NAPSA)—Why endure long lines, whining kids, bad mall Santas and parking lot gridlock? Holiday shoppers can buy the gifts they need and earn cash back on all purchases from the comfort of their own homes. Ebates, the Internet's largest rebate shopping site, recently polled more than 12,000 shoppers. More than 50 percent of respondents said that being stuck doing holiday shopping in a mall is a necessity to be avoided—or even worse, that they would “rather get run over by Santa’s sleigh.”

Though they wish they could eliminate the mall, survey respondents prove generous gift givers. More than 89 percent compared their personal gift giving enthusiasm to Santa’s or likened it to the Chanukah oil, which keeps giving and giving. But finding the perfect gift is an ongoing challenge—and keeping stress levels low while doing so is key.

Ebates provides a simple solution. Through www.ebates.com, shoppers link to 700 online stores, more stores than any mall in the world. These range from hard-to-find boutiques to national department stores and travel sites. Resources include big names like Gap, Macy’s, Sephora, Neiman Marcus, Wal-Mart and Barnes & Noble and lesser-known retailers specializing in categories that include home and garden, outdoors and recreation, maternity and baby, computers and electronics and many more. Shoppers elimi-



Holiday shopping can be more fun and less expensive than many realize.

nate long lines and empty store shelves when searching for the hard-to-find must-have gifts of the season. With a click of a mouse, shoppers this year can find such popular gift toys as E-L-M-O and Bratz Tokyo-a-go-go, as well as hot electronics like high-definition LCD televisions and the latest Play Station 2 and Xbox games.

Most importantly, shoppers earn cash back on every purchase. Not only do they avoid pushy salespeople trying to earn commissions, shoppers earn commission on their own purchases—up to 25 percent cash back—in a check that comes right to the door. For the nearly 60 percent of people polled whose credit card debt from the holidays rolls for at least a month, the added cash back helps. For the nearly 30 percent who spend “so much time getting ready for the holidays, it’s impossible to quantify,” the speed of shopping online helps free up invaluable time better spent with loved ones.