

Search The Web For Bargains Around The Corner

(NAPSA)—If you surf the Web but would rather hit the stores for deals than buy online, you're not alone. Studies show that although seven out of 10 adults are online today, only around five percent of all retail transactions take place on the Internet. Marketing experts say that when you think about the variety of things you might need to buy—from laundry detergent to a new vacuum cleaner—some may appear cheaper on the Internet, but then you have to take the time to order them, wait for your order and often pay shipping charges and taxes. Plus, most times you want to touch, see or experience the item.

This may account for the popularity of a new Web site, ShopLocal.com, that lets shoppers surf the Web to find specials right in their neighborhoods.

ShopLocal.com is easy to use and navigate. All visitors do is type in their city or zip code, and the site leads them to the best bargains at dozens of leading retailers and local grocery stores. Shoppers can search by product category, store names or brands, and the site is updated seven days a week to reflect current sales. In addition, consumers can maximize their shopping trips by creating a personal shopping list online that they can print and bring to the stores.

"It's so great to know before you go," said Kate Lindley, who uses ShopLocal.com to print out specials. "In our house, the kids go through batteries quickly. I know batteries are always on sale somewhere, but the 'where' can be surprising. The best price this week might be at my corner drug-store, the next week at the big discount store, and the next at



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the grocery store."

The site also works for whatever might be on your shopping list. Local retailers list everything from groceries to lawn furniture to high-tech gadgets. If you're waiting for a certain item to go on sale, you can sign up for a personal e-mail alert that will tell you when your favorite items go on special.

How popular is using the Internet to find deals at real stores? Last year, consumers spent \$130 million in stores on Internet-influenced purchases.

Whether you shop online, in the store, or a combination of both, you may want to keep in mind the following tips:

- Don't leave home without a list.
- Compare online deals with in-store specials (like those found at ShopLocal.com). When you add in shipping costs, the price may be about the same, or more!
- Sign up for e-mail alerts from your favorite Web sites to be the first to know about items that go on sale.