



SHOPPING AT YOUR FINGERTIPS IT'S JUST A CLICK AWAY

(NAPSA)—For the past several years, a growing number of consumers have been discovering the ease and convenience of shopping online. Thanks to the rapid growth of e-commerce, almost every item you can imagine is literally at your fingertips. Families are now buying a wide variety of products, including toys, clothing and gifts, from the comfort of their very own home. And not only is online shopping easy and safe, it can save valuable time.

With all the advantages it offers, online retail sales have been skyrocketing. That trend is expected to continue. According to projections from research firm eMarketer Inc., consumer purchases on the Internet will top \$88 billion in 2005, nearly double last year's volume.

One of the most enthusiastic groups of these savvy online shoppers are moms, who are embracing the Internet to make purchases, research products and search for information. In fact, according to another recent survey, 23 percent of mothers who go online are using the Web at least once a week to buy products.

Favorite Web sites include www.Babiesrus.com which carries just about everything for babies and is the ultimate shopping destination for new and expecting parents. From car seats, to layette sets, to cribs and strollers, everything you need for your baby is just a click of the mouse away. Parents can also register or update their baby registry online at the Babiesrus.com Web site, where they can easily view the registry at any time with security and privacy assured. At



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www.Imaginariumbaby.com, parents can search for a variety of educational toys for infants and toddlers that help develop both motor and verbal skills, promote independent or cooperative play, and much more.

With help from the Internet, gift giving couldn't be easier. Sites like www.Giftsrus.com feature a wide selection of unique and personalized gift items. Your own personal gift shopper can help you locate just the right present, in any price range and for any occasion. If kids are on your gift list, you can also check out www.Toysrus.com, one of the leading online retailers in children's products carrying the same fun and exciting selection of toys and games as the company's traditional Toys "R" Us stores.

Any of these sites can be a great place to shop for gifts with minimal hassle and minimal fuss, almost like a present to yourself.