

SMART SHOPPING

Clipping...And Clicking...For Coupons

(NAPSA)—The slowing economy has spawned a new generation of computer-savvy coupon clippers. These pioneers are turning to the Internet for quick-and-easy supermarket savings, and it won't be long before "clicking for coupons" is a common household practice.

Indeed, a new survey commissioned by leading online coupon site ValuPage®.com reveals that as temperatures rise this summer, so will the use of coupons.

According to the "Summer 2001 Savings" survey, two-thirds of Americans plan to entertain at home this summer to combat the sluggish economy. The inevitable result: increased spending on groceries.

To offset rising grocery bills, many Americans are turning to coupons for savings. Consider this:

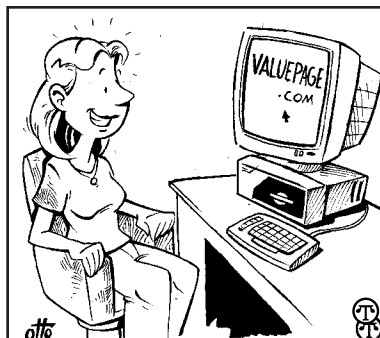
- * According to the survey, more than half of Americans are "more likely to consider using coupons during slow economic times."

- * Nearly three-quarters of those surveyed would consider "using coupons" as a cost-saving method to cut down on their grocery bills this summer. Approximately one-third of these consumers say they would go online to "clip" coupons.

- * Households with children are most familiar with coupon-dispensing Web sites (35 percent of those surveyed) and, fittingly, are most apt to go online for coupons (28 percent) this summer.

"We are delighted that consumers not only see the value in using coupons for supermarket savings, but that they're also familiar with and interested in online coupon sites to help save time and money," says ValuPage.com General Manager/Senior Vice President Chris Linskey.

According to Phil Lempert, a.k.a. the "Supermarket Guru," it comes as no surprise that the fastest-growing source of coupons is the Internet. The reason is simple: shoppers are able to seek out



With just a few clicks on the computer, consumers visiting www.valupage.com can save up to \$40 a week at their supermarket.

and choose the exact coupons they want.

The Supermarket Guru offers these "Top 5" tips for finding value at the supermarket:

- * Experiment with store brands. In some cases you may be able to save as much as 20 percent.

- * Read the unit price shelf labels. Always check and don't assume that the larger sizes are less expensive on a cost-per-unit basis.

- * Use your credit card to get bonuses. Airline miles or other programs may reward you by using their card.

- * Combine as many offers as possible. Look for the "triple play"—brands that are on sale in the store's circular, have available Web Bucks® from ValuPage.com, and coupons from the newspaper.

- * Put your kids in charge of the coupons. Offer them a percentage of the savings as their weekly allowance.

Here's how you can save up to \$40 a week at the supermarket. Simply log onto www.valupage.com, enter your zip code and supermarket of choice, and print your ValuPage offers. Purchase any of the offers and present your printed ValuPage to the cashier at check-out. Receive cash rewards called "Web Bucks" which can be used like cash to purchase anything during the next visit to that supermarket.