

The Active Consumer

Something For Nothing—Online It Can Be True

(NAPSA)—Online companies are taking the concept of rebates to a new level.

By shopping at a site that offers mega-rebates, many shoppers are finding that free stuff—a consumer's dream—is now easy to get.

Joel Granik, the CEO of cyberrebate.com, says that his online business has so far given out over \$60 million in rebates to shoppers.

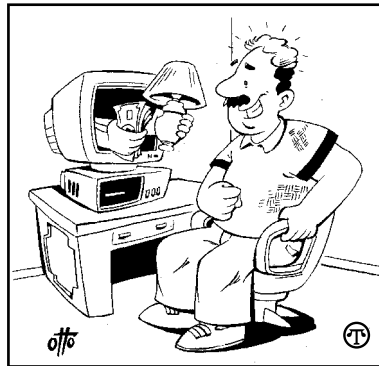
The idea, says Granik, is to provide customers with complete satisfaction by putting money back into their pockets after each purchase.

CyberRebate features brand name items in 10 product categories: books and entertainment, jewelry and accessories, health and beauty, sports and leisure, kids' corner, at home, camping and outdoor, computer and office equipment and electronics—all at up to 100 percent off.

CyberRebate currently stocks thousands of items and expects to offer more than 10,000 soon.

“By focusing on the customer, we have made the site fun and easy to use—and it provides great deals in the process,” said Granik.

Great deals and rebates are attractive offerings for most peo-



The best things in life are always free. And that's the case at cyberrebate.com, a Web site specializing in rebates.

ple, but how does the company make money?

First, it saves money. Counting on word-of-mouth to drum up new business, the company saves on advertising costs. It also buys in large quantities to keep expenses down.

CyberRebate benefits from high customer satisfaction and loyalty, counting on buyers who return to the Web site often and who tell their friends and family about this exciting way to shop.

For more information, visit www.cyberrebate.com.