

Taking The Stress Out Of Holiday Shopping

Surefire Tips For Giving And Receiving The "Perfect" Gift

(NAPSA)—Unless you have one of Santa's helpers' phone numbers in your PDA, gift giving and receiving can be quite stressful around the holidays. In fact, gift giving can be so frustrating that only one-quarter (24 percent) of those surveyed in the "2002 Holiday Stress Buster Survey" are confident they selected the perfect gift for their mate!

So, how can you stop your beloved's smile from fading as your hard work is unwrapped? Consider these tricks to help you make the right gift choices—and get your other half to make the right choices for you.

Inside the Minds of Men

Nearly half (45 percent) of men questioned in the survey opened at least one Christmas present last year they didn't like. Circuit City offers some tips on how to keep your hard work from ending up in the "return" pile:

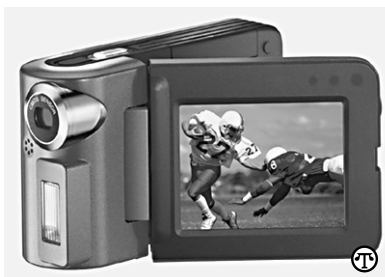
- **Size does matter.** When it comes to TVs, men want it big. In fact, 61 percent of men would rather have a new big-screen TV than a new girlfriend this holiday. Now, this doesn't mean he'll dump you if you get him a 42" TV; it just means he'll watch *Kate & Leopold* with you without falling asleep.

- **It's okay, they won't bite.** You think he wants a wireless phone, but can't remember what features he wants. It's okay, just ask. Circuit City prides itself on being able to answer questions and explain new technologies to people and do it without pressure.

- **On your mark, get set, go!** Last year, more than half (51 percent) of people were still out gift shopping a day or two before Christmas. To avoid the holiday crowds, begin your shopping as early as October. Fewer crowds mean better customer service.

Planting Your Gift in Her Mind

According to the Stress Buster Survey, the electronics gifts topping the majority (34 percent) of men's wish lists this holiday are a digital camera or camcorder, followed by a big-screen TV (26 per-



Men know what they want for the holidays—and it usually comes from an electronics store.

cent). However, if a woman is uncomfortable shopping for electronics, she'll likely get you something else. Here are some tips on how you can let your lady know what you want:

- **Know thy shopper.** Just as many men are highly uncomfortable shopping in a lingerie store, almost one-third (31 percent) of women feel uncomfortable in an electronics store. One way to help your cause is by making sure she knows about online shopping and Express Pickup options.

- **Tie it into the family.** Got your eye on a big-screen TV or a new DVD player? Well, listen up—nearly 90 percent of gift givers would like to give something that the whole family can enjoy. So if you can make an argument that what's topping your list is "for the family," you'll increase the chance it's unwrapped on Christmas morning.

- **Give her peace of mind.** Almost one-third of women (31 percent) found paying for presents to be the most stressful part of holiday shopping. So, do a little homework and find her the cheapest prices. And if it's a new PDA or DVD player that's on your wish list, point her toward Circuit City. If she finds the same product advertised for less elsewhere, Circuit City will refund 110 percent of the difference within 30 days of purchase.

For more information, or for store locations, visit the Web site at www.circuitcity.com.