



PriceGrabber.com

Overview

PriceGrabber™ is a free online shopping guide that provides online buyers with valuable information to assist in their purchasing decisions. The site provides comprehensive, unbiased comparative information on:

- ◆ computer gear
- ◆ software
- ◆ electronics
- ◆ photography products
- ◆ movies
- ◆ music
- ◆ books
- ◆ office products
- ◆ video games
- ◆ toys
- ◆ jewelry
- ◆ apparel
- ◆ home & garden
- ◆ flowers & gourmet
- ◆ babies & kids
- ◆ health & beauty

PriceGrabber supplies the most complete product and shopping information available on the Internet, including:

- ◆ BottomLinePrice™
- ◆ best prices on Shopping Lists
- ◆ technical specifications
- ◆ consumer product reviews
- ◆ side-by-side product comparisons
- ◆ merchant reviews
- ◆ email notification of price changes

History

PriceGrabber was founded in March 1999 to provide online buyers with the best and most complete information about computer products. The company's early success provided the resources and impetus to expand its product coverage, which now includes software, electronics, movies, music, books, video games, toys, office products and jewelry. Additional product channels will be added regularly, based on the popularity and availability of products. The Dynamic Association Engine™ (DAE), the company's unique technology for associating millions of products across hundreds of merchants, makes sense of huge amounts of product data, which is then displayed in a clear and organized way on the company's web site.

PriceGrabber has grown rapidly to become a leading online shopping guide for millions of active buyers. The site garners industry recognition and is widely recognized as one of the best and most useful sites on the Internet by industry leading publications including PC World¹ and PC Magazine².

¹ PC World, January 2004, "The Art of the Deal"

² PC Magazine, March 25, 2003, "Top 100 Classics"

Features

BottomLinePrice™ - We provide not only merchant prices but estimated tax and shipping costs based on the buyer's zip code. This allows the buyer to compare and determine the best value based on the final, delivered cost of a product.

Shopping List – After creating a list of multiple products, PriceGrabber will calculate the best price available on the entire list from a single store or from multiple stores.

Product descriptions - Products on PriceGrabber contain detailed product descriptions and technical specifications (when appropriate).

Attribute Filters - Users have the ability to filter through results during product category searches using specific product traits or features. The resulting list will contain only products that meet the shopper's criteria. For example, while reviewing televisions, the shopper can specify the screen size, input/output support, manufacturer, price, etc. and thus narrow the range of products presented.

Product comparisons – Buyer's can perform side-by-side product comparisons to evaluate products feature by feature and decide which will best meet their needs.

Product reviews - We invite and encourage all PriceGrabber users to write reviews of products listed on the site and rate them on our five star rating system. This helps future shoppers make purchase decisions.

Merchant reviews - We also encourage our users to report on their experiences with merchants found through PriceGrabber. If a merchant receives excessive negative feedback, we will investigate. If we find a merchant is not adhering to our standards of business practice, we will remove them from the site.

Merchant information – Shoppers can review profiles on the merchants that include payment options, return policies, delivery methods, business hours, contact information and more.

Pricing Alert - PriceGrabber provides a product tracking and notification feature that makes shopping online easier. Buyers may track pricing and availability of any product in the PriceGrabber database. The buyer customizes a shopping agent to "watch" a product until it reaches a desired price. The agent then notifies the buyer via email, with a link back to the product on the PriceGrabber site when a price hits the target.

Wireless access - Shoppers with wireless phones or Pocket PC devices can now use the PriceGrabber Wireless site (atpgw.com, short for At PriceGrabber Wireless) to compare prices any time, from anywhere. Buyers can now shop in retail stores and quickly compare their prices with what is available on the Internet. Information on the PriceGrabber Wireless site is specially formatted for the smaller screen size of WAP phones and Pocket PC computers.