



**Media Release**

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**Knowledge is power as savvy shoppers make their dollar go further online**

*Electronic cameras, trampolines, treadmills and perfume most popular products in June*

A growing number of Australians are going online to compare before they buy as Australia's leading comparison shopping website, [www.getprice.com.au](http://www.getprice.com.au) reports its biggest month to date.

Reporting a massive 2.7 million people shopping for the month of June, getprice.com.au has seen an increase of traffic of more than 500% to the site from June 2008.

"As one of Australia's fastest growing websites, we are seeing a huge increase in consumers coming to us to make their money go further," said getprice.com.au Chief Executive, Chris Hitchen.

"Knowledge is power when making purchase decisions and consumers want to be able to see all their options quickly. This is with good reason too with consumers saving up to 60% by going online and comparing before completing their purchase."

"From electronics to perfume – [www.getprice.com.au](http://www.getprice.com.au) can deliver consumers with thousands of product comparisons in a matter of seconds."

"Businesses also seeing tremendous value in being able to deliver active consumers with products they are searching for instantly and reach customers that are located interstate or overseas," Mr Hitchen said.

Shopping trends reported by [www.getprice.com.au](http://www.getprice.com.au) in June:

- Australians are heading indoors to exercise in the winter months with treadmills being the most popular sports and travel product, followed by pilates machines and exercise bikes.
- Panasonic, Cannon and Olympus digital cameras remain extremely popular with their products being in the top ten most search electronic items.
- The traditional trampoline remains the most popular product for Aussie kids, followed by swings and scooters.
- Perfumes such as Gucci Flora by Gucci, Issey Miyake L'Eau D'Issey and Giorgio Armani Acqua were the most popular health and beauty products
- Sony Playstation topped the computer and games category – followed by the Asus EE Laptop, HP Mini 2140 and Acer 5533

“We encourage shoppers to come to [getprice.com.au](http://getprice.com.au) before making that purchase decision and make their dollar go further,” Mr Hitchen said

GetPrice.com.au offers consumers choice, with more than one million products in 500 categories from consumer electronics to cosmetics, perfumes, fashion, white goods and homewares. On GetPrice, consumers are able to track price history and compare prices amongst a range of items from 500 trusted retailers to find the best deal – all this from the comfort of their own home.”

*\*Google Analytics, June 2008 - June 2009*

**For more information, please contact:**

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**About GetPrice ([www.getprice.com.au](http://www.getprice.com.au))**

Founded in 2005, GetPrice is Australia’s leading independent shopping comparison site and the first port-of-call for savvy Australian consumers. GetPrice displays up-to-date product and pricing information from Australian retailers, as well as useful buying guides, product reviews and user opinions in order to empower Australia’s consumers and provide them with both choice and transparency. In doing so, GetPrice provides valuable sales leads to Australian retailers. The GetPrice shopping comparison service is also accessible to consumers from their mobile phones, either via Optus Zoo for Optus customers, or by typing mobile. [GetPrice.com.au](http://GetPrice.com.au) into any phone’s web browser.