



Media Release

September 2, 2009

Getprice iPhone App launches

Compare prices before you buy with a few simple taps

Australia's leading shopping comparison website, getprice.com.au, today launched a new application designed for the Apple iPhone and iPod Touch.

Available for free from Apple's App Store (search for "Getprice") or at www.getprice.com.au/iphone-app.htm, the Getprice iPhone App makes it easier than ever to shop and compare prices while on the go anywhere in Australia.

"Empowering consumers to do price comparisons on over one million products from 600 retailers across Australia, the Getprice iPhone App enables shoppers to find the right product at the best possible price," said Getprice chief executive, Chris Hitchen.

"Giving customers the ability to save up to 60%, Getprice offers consumers choice across 500 categories. From cameras to cosmetics, consumers can find products quickly with a few simple taps of the Getprice iPhone App."

"No matter where you are or what you are doing, the Getprice iPhone App is the ultimate shopping companion, giving you the ability to compare prices, view product images and details, and see a map with directions to the location of the closest physical retail stores."

"Users can also recommend products to their friends and family with the ability to send on via email. All before shoppers step through a retailer's door."

"Knowledge is power when making purchase decisions and consumers want to be able to see all their options quickly no matter where they are. The iPhone App will deliver customers with thousands of products comparisons in a matter of seconds."

“Research¹ shows that customers that have researched online before walking into a store not only buy more frequently, but also spend more. So retailers will also love the fact that shoppers now walk into their store armed with more information and ready to buy. Moreover, businesses will see tremendous value in being able to target active consumers with products they are searching for instantly and on the go,” Mr Hitchen said.

GetPrice.com.au offers consumers choice, with more than one million products 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 hundreds of trusted retailers to find the best deal – all this from the comfort of their own home or on the go with their Getprice iPhone App.

Features of the GetPrice Apple iPhone and iPhone Touch App include:

- List of featured products with click through to the product details screen
- Browse hundreds of categories
- Ability to search by keyword
- Product information:
 - Details and photos
 - List of retailers including maps and directions
 - Ability to compare prices
 - Ability to send on to friends and family via email

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For more information, please contact:

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About GetPrice (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.

¹ Comscore and Yahoo research from July 2007