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**NEWS.COM.AU TECHNOLOGY RELAUNCHES  
WITH GETPRICE INTEGRATION**

Comparison shopping site, [Getprice](#) has extended its reach into one of Australia's leading technology websites, [news.com.au Technology](#) as part of the site's re-launch today.

Getprice is now integrated in the new news.com.au Technology section in the following ways:

- The **news.com.au Technology Product Finder** is powered by Getprice allowing consumers to search, compare and buy thousands of technology products, including 3D TVs, Smartphones and more across hundreds of stores.
- The **Getprice "Deal of the Week"** that profiles popular technology items with the biggest price differences on getprice.

Technology product manager for news.com.au, Stuart Fagg said that integrating Getprice onto news.com.au Technology provided the readers with a true technology news experience.

"We wanted to take the category to the next level. As Australia's only consumer technology news site with product comparison, news.com.au Technology does that by simplifying the comparison process for consumers and connecting them to thousands of retailers.

"By delivering users with unrivalled coverage of technology news and empowering them to get a great deal on their next purchase – we are a very valuable one stop shop for users wanting to be informed on the latest technology news and an effective channel for our partners."

The launch of news.com.au Technology comes as traffic to the section of news.com.au has doubled over the past 12 months to around one and a half million unique browsers each month<sup>1</sup>

Chief executive officer of Getprice, Chris Hitchen said: "The integration of Getprice on the new news.com.au Technology site increases the exposure we are providing for our consumer technology retailers.

"Contextually, having the news.com.au Technology Product Finder powered by Getprice and Getprice Deal of the Week integrated on news.com.au Technology means that users already engaged with the site by reading the stories can search for relevant products for purchase in fewer clicks.

"It's a win-win for technology retailers and enthusiasts alike."

Technology retailers currently listing on Getprice include Dick Smith, Big Brown Box, Bing Lee and Ted's Camera.

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**For more information, please contact:**

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<sup>1</sup> Nielsen Online, Market Intelligence Australian Domestic traffic October 2010

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

GetPrice.com.au is Australia's leading shopping comparison site. The site allows consumers to make smart, informed purchasing decision by arming them with as much information on a particular product as possible, covering all stages in the consumer buying cycle. Merchants who list their products on GetPrice are trusted, reputable retailers who have met a certain criteria in order to be listed on the site and who undergo regular reviews based on consumer feedback. There are 900 retailers who list on GetPrice and almost 2 million products. GetPrice also has a mobile site and iPhone application for consumers to access and download to allow consumers to compare before they buy on the go.