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GetPrice eclipses 1 million unique visitors despite economic slowdown

Australians from all walks of life and age groups flock to GetPrice despite economic strife

Australia's leading independent comparison shopping site, GetPrice.com.au, today announced that it had eclipsed 1 million unique visitors sooner than expected.

Last month the site accrued 1.3 million visits*.

GetPrice's chief executive officer, Chris Hitchen, said the site was rapidly growing in popularity, particularly as a result of the economic downturn encouraging people to browse for the best deals online.

"Economic downtime seems to be boom time for us," he said.

"This comes as no surprise because we have known for some time that online gives people the opportunity to find the best deals before they buy."

He said GetPrice's traffic was growing by the hundreds of thousands each month since economic troubles began making headlines.

The "first million" milestone coincides with GetPrice research that shows that a large proportion of Australians aged over 50 – so called "silver surfers" - shop online.

Mr Hitchen said the largest percentage of respondents to a recent GetPrice survey about online shopping were aged over 50, closely followed by 40-50 year olds.

"The oldest regular customer at one of our retailers, online department store Deals Direct, is 83 and 33 percent of Deals Direct's customers are aged 55 and up.

"It has become clear that no single demographic owns the internet – the web is far more ubiquitous than that and we're seeing Australians from all walks of life searching under the various product categories available at GetPrice."

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About GetPrice.com.au

GetPrice.com.au is Australia's leading independent comparison shopping service. Getprice connects hundreds of retailers and more than 1 million consumers every month with a variety of product categories including clothing and jewellery; computing; electronics; gifts and wine; health and beauty; home and garden; kids and toys, as well as sports and travel. Established in Sydney in 2005, the company is led by Managing Director, Christopher Hitchen, operates in Australia and New Zealand and under cooperative agreements in Germany and Israel.

www.getprice.com.au.

* Google Analytics