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NEW SHOPPING APP MAKES BARGAIN HUNTING EASIER

Getprice relaunches iPhone application

Australia's leading comparison shopping site, [Getprice](#), today announced the relaunch of its iPhone application giving users the power to source the best prices on a product prior to purchasing.

The updated shopping app, which is downloadable by searching "Getprice" on iTunes, allows consumers to compare product prices from different retailers ensuring they can access a range of prices and options to help them make the best purchasing decision.

The Getprice shopping app allows consumers to:

- Search for any product or browse popular categories quickly and easily
- View ratings and reviews for products and the stores that sell them
- Use their location to find stores they are near and find them on a map
- Share any product offers or listings with friends
- Save offers and searches to a wish list

The Getprice shopping app has the most comprehensive list of products, offers and stores in the market with two million product offers from over 1,100 local and online stores nationwide.

Director of product and marketing for Getprice, David Whiteman, said that the development of the app represented an adaptation to the changing market demands.

"Shoppers are becoming increasingly value-conscious and consumers are turning to the Internet to pre-shop and research the best value items. The explosion of Internet enabled smart phones means that shoppers can undertake this research anywhere and at any time.

"With the Getprice comparison shopping app, shoppers can compare offers in-store and decide on the spot whether they think the retailer is offering a good deal.

"The inclusion of the reviews and ratings function offers an additional benefit for shoppers when locating the best bargains by providing them with expert and consumer knowledge and experience with particular products."

Retailers who list on Getprice include Dick Smith, Officeworks, Teds Camera, Rebel Sport, Bing Lee and Big W.

Price comparison differences on Getprice reach up to \$X on any given day. Key categories featured on the Getprice shopping app include cameras, laptops, appliances, televisions, furniture, toys and accessories.

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For more information, please contact:

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About [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 1100 retailers who list on Getprice and over 2 million offers. 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.