

Consumer Corner

Calling All Bargain Hunters

(NAPSA)—It wasn't that long ago that being a bargain hunter was hard work. The job required trudging through the mall, diligently cutting out coupons or optimistically sitting on hold on the phone while a salesclerk checked that your item was even in stock.

Today, according to Burst Media, some three-quarters of adults are online shoppers, allowing them to take advantage of the convenience, selection and great prices offered through the Internet.

However, all of the choices available across the Web can sometimes lead to a feeling of exasperation. How many of us have spent hours reviewing Web site after Web site looking for the best deal? And if we only stick to the major retailers, are we missing out on something special from an online boutique?

"Like so many, I love a bargain," says Suzanne Skyvara, working mother of two young boys. "But dragging my kids around to the shops is a frustrating experience for all and frankly, I'm just too busy to spend hours researching online. Oftentimes, I feel like I am missing out on the good deals."

Now the opportunities to stretch your dollars just got better. Thanks to the arrival of Yahoo! Shopping's dedicated Bargains Center, you can find the best online deals all in one place.

From one Web page (go to <http://shopping.yahoo.com> and click on Bargains & Sales) you can:

- Search for retailers offering free shipping;
- Search for coupons from your

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- Search for coupons from your favorite retailers and check out coupons from retailers you might not have considered
- Find current rebate offers
- Check out which retailers are holding sales.



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If you're looking for low-cost ideas, this is a great way to see the different specials and offers. Yahoo! Shopping has conveniently provided the option of browsing by product category, so, for example, you can click on Toys Bargains & Sales and then narrow your search even further by clicking on topics such as Baby Toys, Riding Toys or Age Range.

Once you've selected your product, you can compare prices from different stores side by side. If you enter your zip code, you will see the total price from each merchant, including any taxes or shipping charges.

For those of you who have a specific item in mind, you can enter it in the search box at the top of the Bargains & Sales page and Yahoo! will search for bargains on that product.

Working families know time is at a premium, so take advantage of the easiest and most stress-free way to find deals. Shoppers, get ready...and click.