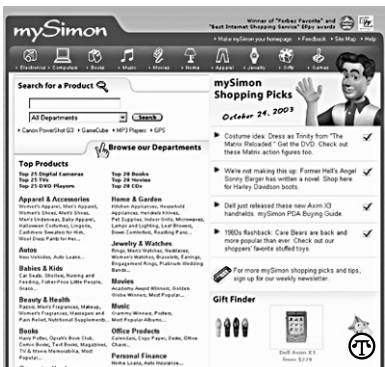


\$ INTERNET \$ SHOPPING TIPS

Compare Prices And More

(NAPSA)—What does HBO's "Sex and the City" have to do with comparison shopping? According to a leading comparison shopping Web site, searches for shoes made by Carrie Bradshaw's favorite designer, Manolo Blahnik, spike after each episode, as people go online to find the latest styles and where to buy them.



Comparison shopping sites can help you find the ideal gift.

Today's online shoppers have numerous comparison shopping services to put thousands of products at their fingertips, let them find the lowest prices, and feature buyer opinions, to make shopping more efficient and productive.

One site, mySimon, also features expert advice on top trends in fashion, music, home and garden, electronics, and other popular categories. For example, someone looking for a simple but impressive gift might find the "Gifts under \$50" buying guide a perfect resource.

"Our goal is to provide shoppers all the tools they need to make buying decisions with confidence," said Jessica Branson, vice president of mySimon. "We are more than just a place to find a pair of sneakers at the cheapest price. We're a trusted shopping companion for people who want ideas, the latest trends, and the best products for their money."

Partnerships with leading content providers such as CNET.com and Consumer Reports fuel the service. Special features include holiday buying guides, top product lists, Deal of the Day, and 360 degree photos for an immersive, informative shopping experience.