

Holiday Hints

Holiday Shopping Made Easier Using The Internet

(NAPSA)—For most Americans, holiday schedules are increasingly hectic, which means less time for tracking down gifts for friends and family. Fortunately, the Internet has removed some of the traditional barriers to shopping—no longer are consumers constrained by store hours or items only available in select geographic locations.

Recent online shopping research by Nielsen NetRatings shows that 40 percent of all holiday related consumer transactions were conducted over the Internet. So why are so many consumers flocking to the Web?

- **The Internet is always open.** Consumers can shop day or night. Whether you're looking to buy the latest Sting CD for your brother or purchase authentic New England maple syrup for your Uncle Jack in Kansas, you can surf the Internet at your leisure and not be restricted by geography or store hours.

- **Easy price comparisons.** Not sure if you're getting the best deal? You can compare the price of that new digital camera by going to multiple online camera sites.

- **Internet-only sales.** You'll often find that select clothing items, jewelry, or household accessories are only available online and sometimes for significantly lower prices.

- **Free shipping.** In many cases, online purchases of \$100 or more include free shipping to one or multiple destinations. Depending on your number of gifts purchased online, free shipping can



More and more people are using the Internet as a convenient way to do their holiday shopping.

save you hundreds of dollars.

- **Time-saver.** Spending hours driving from one store to the other looking for a gift, or waiting in long post-office lines hoping that your present will arrive on time can be excruciating. The Internet can relieve all this stress. One of the most well-received holiday gifts is a gift certificate. GiftCertificates.com offers original gift certificates to hundreds of your favorite stores, restaurants, theaters and more. And if you still can't decide, they have the *SuperCertificate*, which is great for everyone and can even be sent by e-mail.

Gift certificates make great gifts for friends and family and are a simple solution for holiday shoppers. And with the convenience of the Internet, the shopping world is now only as far away as the nearest computer.