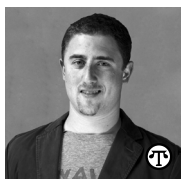


Online Shopping: Secret Money-Saving Tips

A Few Simple Clicks Can Help You Score A Better Deal

(NAPSA)—We've all heard that shopping online can help you find better deals. But are you saving as much money as you could?

We asked Jason Khoury, online shopping expert at Yahoo! Shopping, for his top money-saving tips. Yahoo! Shopping has a dedicated Bargains & Sales Center where you can find the best online deals, including rebates, coupons, discounts and free shipping offers all in one place.



Jason Khoury

Check for coupon codes.

Have you noticed that when you are at the check-out page you are often asked for a coupon code? Wonder why

you don't have one and where you can get one? According to Khoury, "Before starting your shopping experience, enter the retailer's name and the word 'coupons' into the search box at Yahoo! (www.yahoo.com). The results will be a list of coupon codes, which are free to use." Another option is to visit the Sales and Bargain Center at Yahoo! Shopping and click on the coupon listings.

Take advantage of shipping incentives. Many people think that shopping online costs more than purchasing in-store, but the truth is that many online retailers have realized that offering shipping incentives helps generate additional sales. Most retailers will offer free or reduced shipping during peak sales periods such as holidays, Valentine's Day and Back-To-School. When comparing prices across retailers, take into account shipping charges, as choosing the merchant who offers free or discounted shipping means you'll get the item delivered to your door for less than the price of gas to drive to a store. In many cases when ordering online, you will not have to pay sales tax,

Did You Know?

The time of year you shop can mean a big difference in how much you spend. Yahoo! Shopping recommends purchasing at the following times to maximize savings:

- **Appliances:** Purchase during a holiday weekend, when retailers offer their deepest discounts.
- **Clothes:** The biggest clearances usually take place the same months as the New York Fashion Weeks, which are in February and September. Since Fashion Week previews the next season's trends, many of the items that go on sale are for the current season.
- **Electronics:** Time your purchases to follow large consumer electronics shows; new gadgets are announced and many manufacturers drastically cut costs on current models to compete.



Online comparison shopping sites let you enter a product and then compare offers and prices across retailers.

which also adds to your savings.

Save time and find the lowest prices with comparison shopping. Why waste time going from Web site to Web site when you can compare products and prices side-by-side in one place? Comparison shopping sites let you enter a product and then compare offers and prices across retailers. For example, when viewing a specific product at Yahoo! Shopping, you can enter your zip code and see total price, including shipping.

Maximize your credit card incentives. Your credit card may offer extra discounts or loyalty points when making purchases, meaning that great deal you find will continue to reward you. Capital One cardholders can check out the Saving Zone at Yahoo! Shopping, where items are discounted up to 40 percent.