

# Online Shopping

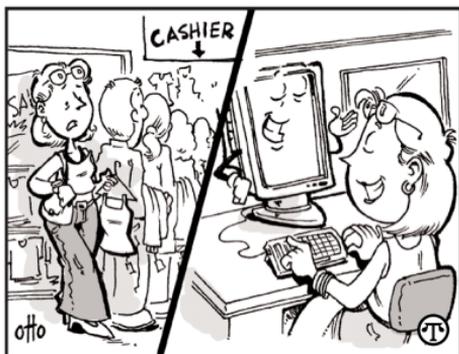
## How To Save Time And Money Shopping For School

(NAPSA)—The back to school season, complete with character lunch boxes, new clothes and college textbooks, involves more than 74.6 million students a year, according to the Census Bureau. Many families, burdened by the rising cost of school supplies, are turning to the Web to pick up those educational necessities.

That may save them a lot of money. According to the National Retail Federation, parents spend an estimated \$14.79 billion for school equipment, while pre-teens and teenagers use money earned from chores and part-time jobs to pitch in another \$884 million.

One way many save time and money is to use an online comparison shopping site with tools that offer everything from price ranges to merchant and product ratings, as well as links to sites for purchase. In fact, shopping sites such as Yahoo! Shopping (<http://shopping.yahoo.com>) search the Web and compile information in an easy-to-follow grid. The sites let shoppers easily compare features, prices and ratings of items, helping consumers get the right product for them at the right price. Shoppers on the go can even research products online and send that product information directly to their mobile phones.

Whether your youngster is heading off to kindergarten or col-



**Crowded malls are a thing of the past as savvy shoppers turn to the Web to save time and money.**

lege, online shopping can be a stress-free solution to getting school supplies. Parents and students alike can make use of special features online. With online shopping, kids can still participate in selecting the perfect book bag, new clothes and art supplies for them—from home. Kids can also save their favorite items in a wishlist for their parents to review and purchase later.

Students stocking up their college dorms can also benefit. In fact, college-bound students can look for online retailers that offer free shipping, then have their goodies sent straight to the dorm. Another feature worth exploring is e-mail alerts, which notify a shopper when his self-selected ideal price for a product is reached. Regardless of age, learning how to save time and money is always a lesson well learned.