

# \$ INTERNET \$ SHOPPING TIPS

## Surfing The Open Market

(NAPS)—A system used to trade securities may help consumers feel safer when they shop online.



**One Web site lets consumers compare prices, buy or bid on electronics all at one place.**

Buyers and sellers of securities post their bids on a live screen that can be seen by all participants. This helps buyers get the best prices and lets sellers instantly adjust their prices in line with the market.

A Web site, [marketboy.com](http://marketboy.com), uses this concept to let consumers compare prices, buy or bid on consumer electronics.

Marketboy.com offers more than 10,000 electronic items from 60 merchant partners. Transactions are conducted in real time and prices can be updated every ten seconds. Total prices shown always include tax and shipping costs.

“We designed the site so consumers, like securities traders, could quickly and easily see all their options and make an informed decision about their purchases,” says company CEO, May Lee. “Additionally, they can try to drive down the price by placing a lower bid and seeing if a merchant will bite.”

For more information, visit [www.marketboy.com](http://www.marketboy.com).