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PRICERUNNER USERS SELECT NEW WEBSITE DESIGN

PriceRunner.co.uk, the impartial price comparison service, has given more power to its users with the launch of its re-designed homepage. The new look of the site, which goes live today, has been exclusively selected following extensive research with a group of the sites users.

PriceRunner.co.uk is a price comparison website and mobile service which gives unbiased price and product comparison from thousands of retailers. Mattias Berg, Managing Director of PriceRunner.co.uk comments, "The main purpose of the re-design is to make PriceRunner easier to use and to make it easier for the user to find what is important to them, therefore improving the shopping experience as a whole."

The site has undergone its new look and feel following a series of usability tests by its users, including eye-tracking analysis by the company RealEyes (www.realeyes.it). Eye-tracking monitors the users gaze and tracks exactly which spots their eyes are drawn to on the webpage. PriceRunner used this technology across five sample home pages to test the performance of each, from average eye fixation to time-to-completion tests.

This new homepage is just the tip of the iceberg in terms of developments that PriceRunner has in store. The rest of the site is currently being re-modeled in accordance with the homepage and will be filled with new features and mini-sites to coincide with the key seasonal peaks and new product launches throughout the year.

The site is set to increase interactivity with its audience further - in addition to the forums and uploading of user reviews - with the introduction of PriceRunner TV and user-generated



videos over the next few months. PriceRunner TV is a video portal from which PriceRunner will introduce and review products with the intention of giving users a first look at upcoming products. Additionally, users will have the opportunity to upload their own product review videos, which will allow peer-to-peer product advice.

The homepage has been re-launched across other PriceRunner sites in the US, France, Germany and Sweden at the same time as the UK.

Mattias Berg continues, "This is a very exciting time for us. Impartiality is key to consumers and we wanted to reflect this in our site by giving our users the opportunity to tell us how they would like to use the site. We recognise the importance of user engagement and interactivity, and we are keen to give our users more and more opportunities to interact with us and each other. You will be seeing a lot of new developments in this area in 2008."

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- *vcmedia - online advertising network and ad sales for advertisers and publishers*
- *Commission Junction - affiliate marketing*
- *PriceRunner – the UK's most comprehensive and impartial price comparison service*
- *Mediaplex - intelligent technology for digital marketing, including adserving, email marketing, tracking and paid search bid management.*



For more information, please visit www.valueclick.co.uk.

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