



**News Release – 9 November 2004**

## **Seeing is believing – Pricerunner saves consumers 38% on contact lenses**

[www.pricerunner.co.uk](http://www.pricerunner.co.uk)

Pricerunner has introduced contact lenses as a new category to its online price comparison website to allow consumers to find the best deal on a wide range of contact lenses including daily, weekly, monthly, bifocal, toric and vial contact lenses and well as lens storage and fluid. The new category is already proving extremely popular because there is a huge price difference between offline optical stores and online retailers and consumers can save as much as 38% on certain products.

From 395 products currently listed, the most popular product is the CIBAVision Focus Dailies 30 pack. Comparing prices from 14 retailers, Pricerunner shows that Your Lenses is the cheapest online UK retailer for this product at £10.00, while Get Lenses is the most expensive online UK retailer selling the same product for £16.00. If consumers bought the same product at a Specsavers opticians store in the high street, they would pay £24.00 for the same product.\*

“From our experience in other markets, we anticipated that this category would be very popular in the UK,” says David Smith Pricerunner’s UK Manager. “It is unnecessary for consumers to pay over the odds for any product and we are pleased that Pricerunner continues to help customers find the best deal for popular products.”

### **About Pricerunner.com**

Pricerunner.com, a division of ValueClick, Inc. (Nasdaq: VCLK), offers product and price comparisons in the categories personal care, books, computers, films, finance, games and consoles, golf, home appliances, home cinema, household bills, insurance, music, phones, photography, software and sound and vision. Pricerunner.com was the first site in the UK to compare information from both online and high street stores and is the only one that lists non-paying retailers to give users a better overview of the market. By giving the consumer an objective and informative overview, Pricerunner.com makes it easier for the consumer to make a smarter purchase more quickly.

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### **Press Contacts**

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\*all prices are from Nov.2, 2004 and exclude delivery