

3 February 2005

NEWS ALERT

PRICERUNNER REVEALS HOTTEST PRODUCTS FROM 2004

Pricerunner has revealed the most popular products from 2004, based on the number of page views that were recorded on www.pricerunner.co.uk. A page view is generated when a Pricerunner visitor selects a product and compares prices.

The hottest products for 2004 in each of the following categories are:

Category	Most Popular Product
TVs	Sony KV-32FX68
DVD players	Panasonic DMR-E55
MP3 players	Apple IPOD 20GB
Printers	Epson Stylus Photo R300
Digital cameras	Canon Digital IXUS 500
Mobile phones	Sony Ericsson P900
Game consoles	Sony Playstation 2
Camcorders	Canon MV750i
Home Cinema	Sony DAV-SC5
Home appliances - vacuum cleaner	Dyson DC07 Animal

Gary Goodman, marketing director for Pricerunner said: "The number of visitors to www.pricerunner.co.uk has continually increased during 2004 and during December 2004 alone, around 20 million page views were recorded on the site. The statistics that Pricerunner collects provide a useful insight into the hot products on the market, either right now or during a certain period and can be used to monitor and predict sales trends."

Below is a current price comparison of 2004's hottest products:

Product	Lowest Price	Highest Price	Savings	Number of retailers
Sony KV-32FX68	£578.99	£999.00	£420.01	8
Panasonic DMR-E55	£189.01	£239.95	£50.94	19
Apple IPOD 20GB	£207.99	£319.00	£111.01	23
Epson Stylus Photo R300	£82.90	£167.06	£84.16	53
Canon Digital IXUS 500	£228.00	£352.00	£124.00	60
Sony Ericsson P900	£354.95	£640.00	£285.05	8
Sony Playstation 2	£99.99	£161.99	£62.00	5
Canon MV750i	£333.00	£449.99	£116.99	38
Sony DAV-SC5	£249.00	£445.45	£112.45	4
Dyson DC07 Animal	£189.99	£299.99	£110.00	22

(prices exclude delivery and were collected on 3 February 2005).



About Pricerunner

Pricerunner.com, a division of ValueClick, Inc. (Nasdaq: VCLK), offers product and price comparisons in the categories of 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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