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PRICEFLASH

DON'T GET RIPPED OFF ON VALENTINE'S DAY

www.pricerunner.co.uk shows huge price variations for popular gifts

Shopping around for that special Valentine's Day gift can save consumers a lot of money. A quick glance on www.pricerunner.co.uk highlights huge variations in prices for popular gifts such as roses, chocolates, lingerie and jewellery.

For example, a dozen red roses can cost consumers from £19.00 to £ 64.95 depending on where they are purchased. Prices collected on 3 February 2005 show the following prices for 12 red roses:

Retailer	Price including delivery
Flowergram	£19.00
Tesco	£20.00
Bunches	£29.99
Post-a-Rose	£34.50
Interflora	£64.94

"No matter how much people are prepared to spend on Valentine's Day, consumers should not have to pay over the odds for popular products just because they are in high demand," says Gary Goodman Pricerunner's Marketing Director.

Below are some examples of the type of deals available:

Jewellery: a Swarovski Crystal Hearts Necklace: a special gift for that special person

http://www.pricerunner.co.uk/jewellery/freetext?a_type=necklaces

DVD film: cuddle up close with "Sex and the City Complete Series 1-6"

<http://www.pricerunner.co.uk/dvd/259122/details>

Or browse some of Pricerunner's other categories:

Lingerie: <http://www.pricerunner.co.uk/clothing-and-accessories/clothing-lingerie/>

Jewellery: <http://www.pricerunner.co.uk/jewellery/>

Hamper baskets: http://www.pricerunner.co.uk/gifts/freetext?a_type=hamper

Chocolates: http://www.pricerunner.co.uk/gifts/freetext?a_type=chocolate

Flowers: <http://www.pricerunner.co.uk/flowers/>

DVD: <http://www.pricerunner.co.uk/dvd/>

CD: <http://www.pricerunner.co.uk/QuickWizard.jsp?category=cd>

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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