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PRESS RELEASE

PriceRunner Urges the Nation to Get Savvy about their Spending Habits

PriceRunner (www.pricerunner.co.uk) – one of the UK's leading price comparison services - is urging consumers to get savvy about their spending habits following reports on the rise in credit card arrears and the publication of statistics that show that the average UK household spend is higher than the average UK household income.

Statistics published by the Office of National Statistics on 8 June 2005 show that Recreation and Culture represented the second highest outgoing costs, with households paying out an average of £57.00 per week on TVs, computers, newspapers, books, leisure activities and package holidays.

Gary Goodman, marketing director at PriceRunner says: "Consumers who shop around can get some great bargains and it is time for everyone to get clever about their finances. Online resources such as www.pricerunner.co.uk allow consumers to compare prices on lots of different products and services and it is very easy for people to check that they are getting value for money for everything they buy."

He continues to say that in addition to checking prices before buying consumer products, consumers could benefit from reviewing their household bills on a regular basis too.

Below are just some examples of the savings consumers can achieve by shopping around using www.pricerunner.co.uk:

Save nearly £600 on a widescreen TV*

A Toshiba 37WL56P 37inch widescreen TV will cost £1,422.00 from Digital Direct, but Comet will charge you £2,015.94 for the same product. A saving of £593.94 with just one click of the mouse.

Save over £ 900.00 on a laptop*

Fujitsu Siemens will charge just £710.82 for a Sony Vaio K415B laptop whilst MediaAtlantic will charge £1,655.15. You can save £ 944.33.

Pocket over a £100 when you buy a DVD Player*

A Sony RDR-HX410S DVD Player will cost just £297.88 at 121 Electricals, but will cost you £405.94 if you purchase at Comet. A saving of £108.06.

Save another £100 and snap up a digital camera*

A Sony CyberShot DSC-P200 (Silver) will cost £233.85 at cameras2u.com while Camera Centre Cardiff will charge £355.99. A saving of £122.14.



About PriceRunner

PriceRunner, 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 makes it easier for the consumer to make a smarter purchase more quickly.

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* = prices include delivery and are correct at 10.06.2005

Note to editors:

If you would like further price comparisons on specific products, please contact Gioconda Beekman at Peppercom on tel: 020 7033 2660, mobile: 07813 855596 or email: gbeekman@uk.peppercom.com.

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