



The Cost of Cool

Britain narrowly misses out to Poland in the 'Cool War'

Poland is the cheapest place to be 'fly' at home and on the high street, according to the latest annual European price comparison study by PriceRunner, out today.

Defining the cost of cool

The study reveals the 'cost of cool', in 21 European cities by examining what items the man about town needs to look good. A bloke in the UK would need to spend £2,788.07 as opposed to £2,782.93 in Warsaw (just a fiver less). Items needed to be kitted out with all the latest gadget and gizmos include: a lap top, MP3 player, the latest jeans and trainers, a 40 inch plasma TV and DVD player, aftershave and champagne chilling in the fridge.

Carried out in September 2006, the annual PriceRunner study examines 29 different consumer goods and home electronic products from 21 European countries. It is their most extensive study to date, collating a total of 609 prices, examining price variations between each country. This is the fifth consecutive year that PriceRunner has completed the price comparison study, analysing the changes in pricing across Europe of a combination of everyday goods such as toothpaste, milk and nappies as well as more trendy non-essentials.

Brits bag a bargain at home

Brits are able to furnish their homes with the latest high spec technical equipment for only £1,517.88, the cheapest country overall, compared to a staggering £2,230.59 (47% more) for the same items in Sweden. Items include a 40 inch plasma TV, DVD player and Xbox 360 video games console.

Hot on the high street – Go Greek

Socialite celeb Paris Hilton is renowned for 'going Greek' as a result of her trysts with stylish Greek shipping heirs Stavros Niarchos and Paris Latsis. No wonder – findings reveal that it's cheaper to look hip on the streets of Athens, than in any other European city, for only £1,992.01.

The Germans also beat Brits in the style stakes on the high street – costs for looking good in the UK roll in fourth overall at £1,238.67. The most expensive place to look

good on the high street is in Vilnius, Lithuania at £1,543.85 followed by Oslo at £1,540.42.

UK findings

Overall the UK emerged as the third cheapest country to buy all 29 products in the price comparison study – this is a dramatic fall from 2005 when the UK was 11th in the overall study, and great news for Britons.

- Britain continues to be the most expensive country for cinema tickets with an average price of £8.83 per ticket, the same status as last year. Lithuania is the cheapest place to visit the movies at only £2.68 a ticket.
- British women should have the smoothest legs in Europe as it's the cheapest place to buy a women's Venus Divine shaving razor at £4.99 – half the cost of the same razor in Denmark.
- Britain is the second most expensive country for Marlboro Light cigarettes (£5.10) and a 12 pack of Durex Elite condoms (£7.95).
 - The price of a 12 pack of Durex Elite condoms has fallen from £8.94 in 2005 to £7.84 in 2006, a decrease of 12%, thanks to the VAT cut on condoms in the UK.
- Brits can get good deals on the latest Madonna CD (£8.31) and a Sony Ericsson mobile phone W810i (£209.98) as it is the second cheapest country to purchase these items, only pipped to the post by France and Austria respectively.
- Britain is the third cheapest place to buy an iPod Nano with an average price of £99.67. It will set you back £135.33 in the Czech Republic, and only £97.55 in Italy.
- The price of a bus ticket in the UK has risen from 95p in 2003 to £1.48 in 2006, an increase of 56%.
- The price of 20 Marlboro Lights has risen from £4.72p in 2003 to £5.03 in 2006, an increase of 7%.

Carl White, Chief Executive Officer, PriceRunner Europe said: "It's staggering to see how much prices differ throughout Europe, even relatively cheap purchases such as a can of Coke right through to the big ticket items such as a plasma TV. We've carried out the study again this year so that consumers are aware of the differences, and can

continue compare prices – through a combination of using price comparison websites and doing your research, you will save money!”

Other key findings

- Those on a holiday budget, should be aware that Norway boasts the highest price overall for nine of the surveyed products:
 - Unleaded petrol (96p), milk (90p), vodka (£21.42), a bus ticket (£2.49), a can of coke (91p), Diesel jeans (£149.41), Acer Aspire Lap Top (£643.48), Marlboro Lights (£6.15) and a Big Mac (£3.26).
- Lithuania is the cheapest place for a night out with a bus ticket at 22p, or litre of unleaded petrol costing 62p, your cinema ticket will cost £2.68 and packet of Marlboro Lights is 87p.
- Give yourself a reason to celebrate in Belgium where a bottle of Veuve Clicquot Champagne costs £19.03, as opposed to Greece where the same bottle will set you back £29.47.
- Takeaway or brew at home? The cost of a takeaway coffee in Portugal is a mere 37p, for the same caffeine shot in Dublin you’d be looking to pay £1.71
- A cosy night in, in Cyprus could hit your pocket hard with the DVD of Walk the Line costing a surprising £21.23, the same film in Hungary is only £7.52. Despite this a DVD player in Cyprus comes in at the second cheapest price of only £113.25.
- The Czech Republic is the most expensive place to impress the ladies with Veuve Clicquot and Hugo Man aftershave at a total of £70.68 for a bottle of each compared to only £42.67 for the two in Hungary.

Study Summary

Cost of Cool – overall figures

Number	Country	Cost of cool
1	Poland (Warsaw)	£2,782.93
2	England (London)	£2,788.07
3	France (Paris)	£2,939.93
4	Germany (Berlin)	£2,968.73
5	Austria (Vienna)	£3,048.44
6	Ireland (Dublin)	£3,055.65
7	Italy (Rome)	£3,114.38
8	Hungary (Budapest)	£3,142.86
9	Greece (Athens)	£3,247.48
10	Denmark (Copenhagen)	£3,339.05

11	Finland (Helsinki)	£3,347.23
12	The Netherlands (Amsterdam)	£3,408.27
13	Cyprus (Nicosia)	£3,419.30
14	Portugal (Lisbon)	£3,434.14
15	Sweden (Stockholm)	£3,502.98
16	Spain (Madrid)	£3,530.94
17	Malta (Valletta)	£3,532.25
18	Belgium (Brussels)	£3,563.18
19	Czech Republic (Prague)	£3,564.81
20	Lithuania (Vilnius)	£3,629.50
21	Norway (Oslo)	£3,768.94

Cost of Cool – on the high street

Items survived include - Champagne: Veuve Clicquot Yellow Label, Brut, 75 cl, Coffee, 33 cl, take away, Diesel jeans, Thanaz model, New Slim, men's size 32, Digital camera: Sony CyberShot DSC-T9 Silver, Mobile phone: Sony Ericsson W810i, Trainers: Addidas Stan Smith II Originals for men, 1 adult cinema ticket, 1 litre Petrol Unleaded 95, Adult Bus ticket, Hugo Man - The Range After Shave, 100 ml, MP3 player: Apple iPod nano 1GB Black

Number	Country	Cost of cool
1	Greece (Athens)	£1,192.01
2	Germany (Berlin)	£1,234.11
3	England (London)	£1,238.67
4	Poland (Warsaw)	£1,242.06
5	Sweden (Stockholm)	£1,244.57
6	Italy (Rome)	£1,262.21
7	France (Paris)	£1,274.20
8	Austria (Vienna)	£1,319.10
9	Hungary (Budapest)	£1,346.64
10	The Netherlands (Amsterdam)	£1,349.26
11	Belgium (Brussels)	£1,358.70
12	Portugal (Lisbon)	£1,381.14
13	Malta (Valletta)	£1,389.19
14	Finland (Helsinki)	£1,416.57
15	Spain (Madrid)	£1,428.38
16	Cyprus (Nicosia)	£1,434.62
17	Ireland (Dublin)	£1,478.21
18	Denmark (Copenhagen)	£1,504.67
19	Czech Republic (Prague)	£1,515.05
20	Norway (Oslo)	£1,540.42
21	Lithuania (Vilnius)	£1,543.85

Cost of Cool – at home

Items survived include - DVD player: Samsung DVD-R100, Microsoft Xbox 360 Core System, TV: 40 inch, Samsung LE-40M51B, DVD Film: Walk the Line, Absolut Vodka, 70 cl, CD:Madonna, title: Confessions on a Dance Floor, Coca Cola, 33 cl can

Number	Country	Cost of cool
1	England (London)	£1,545.70
2	Poland (Warsaw)	£1,575.87
3	Ireland (Dublin)	£1,577.44



4	France (Paris)	£1,665.73
5	Austria (Vienna)	£1,729.34
6	Germany (Berlin)	£1,735.62
7	Hungary (Budapest)	£1,796.22
8	Denmark (Copenhagen)	£1,834.38
9	Italy (Rome)	£1,852.17
10	Finland (Helsinki)	£1,930.66
11	Cyprus (Nicosia)	£1,984.69
12	Czech Republic (Prague)	£2,049.75
13	Portugal (Lisbon)	£2,053.00
14	Greece (Athens)	£2,055.47
15	The Netherlands (Amsterdam)	£2,059.01
16	Lithuania (Vilnius)	£2,085.65
17	Spain (Madrid)	£2,102.56
18	Malta (Valletta)	£2,143.65
19	Belgium (Brussels)	£2,204.48
20	Norway (Oslo)	£2,228.52
21	Sweden (Stockholm)	£2,258.41

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About PriceRunner

PriceRunner, a division of ValueClick, Inc. (Nasdaq: VCLK), is the UK's most comprehensive and independent price comparison company. Online prices are updated on a daily basis by a specialist team that develops and manages cutting edge technology which hunts down the cheapest online prices available. PriceRunner is unique in that, unlike other price comparison sites, a dedicated team of PriceRunners also checks prices in high street stores. PriceRunner always lists the cheapest price first and is completely independent in that it lists all retailers, regardless whether they pay or not, to provide consumers with a complete overview of the market.

About ValueClick UK:

ValueClick, Inc. (Nasdaq:VCLK) is a leading global provider of digital marketing solutions, enabling advertisers, agencies and publishers to reach consumers through all major online marketing channels. Through its four main businesses; vcmedia, Commission Junction, Mediaplex and PriceRunner, ValueClick provides a comprehensive portfolio of digital marketing solutions.

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