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InvisibleHand Adds Google Search Integration, Expands Global Retailer List and Launches Google Chrome Extension

Version 1.8 of Mozilla Firefox plugin now available for download

London, UK and Boston, Mass. – December 10, 2009 – With the holiday retail season in full swing and consumer demand for deals at a seeming all-time high, InvisibleHand announced today that version 1.8 of its add-on for the Mozilla Firefox Web browser is now available at the [InvisibleHand](#) site. In addition, the company has made available a Google Chrome extension for its best-price finder technology.

The updates come as adoption of Firefox continues to grow, with Firefox usage in the past year increasing 6.98 percent compared to Internet Explorer's decrease of 11.27 percent, according to global statistics collector StatCounter. At the same time, Google's Chrome extensions already number more than 300, and the browser is now available for Mac users.

Launched in August, InvisibleHand has exposed more than \$23 million in savings for US users and over £4 million in the UK. The plugin discreetly and automatically alerts users with real-time pricing for popular products at competing websites. New features in InvisibleHand 1.8 include:

- Full integration with Google search – shoppers looking for items online via Google can get best-price information without leaving the search page.
- InvisibleHand's real-time price technology ensures that its prices up more up-to-date than Google's.
- Improved global retailer reach – German shoppers are among the worldwide users that can now benefit from InvisibleHand
- Expanded product coverage – new product categories such as cosmetics, luggage and watches are now compared.

"We know that consumers are hungry for information that will help them find the best deals online", says InvisibleHand Founder Robin Landy. "and we're very pleased to launch the latest version of our service to make sure shoppers continue to find what they need, easily and automatically, using InvisibleHand."

The fact that InvisibleHand offers real-time pricing is critical: research has shown that traditional price-comparison websites offer prices that are outdated, which can cost consumers at the checkout.

InvisibleHand also uncovers “hidden” prices that are not shown by some sites for certain items until consumers put the item in their shopping cart.

About InvisibleHand

InvisibleHand is a free money-saving plugin for the Firefox web browser. It shows a discreet notification when the product being browsed can be bought for a lower price elsewhere, and provides a link directly to the relevant product page at the competing retailer. InvisibleHand ensures that users no longer need to use price comparison websites by revealing the lowest price regardless of where users shop.

InvisibleHand has identified over \$25 million in savings for its US users and over £5 million in savings for its UK users. It can be downloaded from www.GetInvisibleHand.com

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