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GET TOP MARKS ON SAVINGS FOR UNIVERSITY 'MUST-HAVES'

- Savvy students could save almost £300 or 24% on ten must-have university purchases by using InvisibleHand, a free, downloadable online shopping tool that automatically tracks down the best price for you^[1]
- Online prices for typical student purchases can vary by as much as £110 for a laptop, £44 for a Freeview Box and £33 for a printer^[1]
- Pounds can be pocketed on other student essentials, including a dictionary thesaurus (£11 or 37%), an alarm clock (£8 or 22%) and a calculator (£8 or 42%)^[1]
- Students urged to download and use InvisibleHand (www.getinvisiblehand.com) for free to bag the best bargains.

Unsuspecting students could be forking out up to £300 or 24% more than they need to for the must-have items needed to start university life^[1] warns [InvisibleHand](http://www.getinvisiblehand.com), the free, online shopping tool. It points to stark differences in prices when shopping online for typical university purchases, such as a laptop, printer and even a dictionary. And with the spiraling cost of going to university, it is calling on all students to make sure they are not paying over the odds.

The difference between the cheapest and most expensive online price can be as much as £110 or 31% for a laptop, £33 or 45% for a printer, £31 or 21% for a digital camera and £28 or 14% for an iPod^[1]. For freshers moving out of home, a saving of almost £60 or 16% is up for grabs just by comparing online prices for a TV and freeview box^[1].

Bargains can also be bagged on items students wouldn't necessarily think about purchasing online, including an £11 or 37% saving to be made on an Oxford dictionary thesaurus, £8 (42% saved) on a Casio calculator and £6 (22% saved) on a pack of ring binders^[1].

Robin Landy, founder of [InvisibleHand](http://www.getinvisiblehand.com), says: "Every penny counts when you're at university, so it really is essential for savvy student shoppers to start the year off as they mean to go on.

"Unfortunately, going online is not enough to guarantee the best deal – you still need to shop around as the first price you see might not be the best price you can get. Thankfully, scouring the net to nab the best deals doesn't have to take time. InvisibleHand is free and will do all the

hard work for you. All you have to do is download it and then it works behind the scenes on your computer's browser so whenever you are looking at products, hotels or flights it will automatically tell you where you can get the best price.”

InvisibleHand is free to download in less than a minute via the website, www.getinvisiblehand.com.

InvisibleHand's top money-saving tips when shopping online:

- Remember not to settle for the first price you see – always compare prices to get the best deal
- Read the terms and conditions regarding postage and packaging to avoid any unnecessary costs
- Remember to read up on delivery times to ensure items arrive in good time
- Take advantage of discount vouchers on offer by searching online and entering a promotional code before clicking the 'buy' button
- It is worth checking prices over the course of a few days, as online prices can fluctuate depending on the time of day and even the day of the week
- Make use of review sites to check for any bad reviews on unknown suppliers/distributors

ENDS

For more information please contact:

Jeena Nadarajan / Jennifer Stevens / Rebecca Annable
 Lansons Communications
 020 7294 3629 / 020 7566 9723 / 020 7566 9731
invisiblehand@lansons.com

Note to editors:

Please note: the correct way to write InvisibleHand is as one-word, with capital letters at the start of both words

[1] Difference in price for top student 'must-haves':

Product	Most expensive	Cheapest	Saving (£)	Percentage saving (%)
TELEVISION: <i>Samsung LE 32C450 TV</i>	£274.65 (Amazon)	£259.99 (Play.com)	£14.66	5%
LAPTOP: <i>Compaq Presario CQ56</i>	£360.79 (Eshopbrokers.co.uk)	£249.98 (Bestbuy.co.uk)	£110.81	31%
PRINTER: <i>Canon PIXMA</i>	£73.27 (247electrical.co.uk)	£39.97 (Amazon)	£33.30	45%
CALCULATOR: <i>Casio DF120TER</i>	£19.38 (UKOfficedirect.co.uk)	£11.30 (Amazon)	£8.08	42%
RADIO ALARM: <i>Logic i-station FM Clock Radio</i>	£37.71 (247electrical.co.uk)	£29.48 (Gamesseek.co.uk)	£8.23	22%
FREEVIEW BOX: <i>Phillips Digital set Top Box</i>	£89.00 (Laskys.com)	£44.17 (Amazon)	£44.83	50%
IPOD:	£203.69 (Oyyy.co.uk)	£174.91 (Amazon)	£28.78	14%

<i>Apple iPod classic 160GB - Black</i>				
DIGITAL CAMERA: <i>Panasonic Lumix FS35</i>	£149.99 (Bestbuy.co.uk)	£118.17 (Amazon)	£31.82	21%
OXFORD DICTIONARY & THESAURUS	£30.00 (Blackwell.co.uk)	£18.85 (Asda.co.uk)	£11.15	37%
RING BINDER: <i>Snopake 2 Ring 15mm A5 Original Ring Binder Pack of 10 Pieces - Assorted Electra Colours</i>	£28.17 (Businessonline.com)	£21.90 (Officestationary.co.uk)	£6.27	22%
TOTAL SAVING:	£1266.65	£968.72	£297.93	24%

Sourced by InvisibleHand; prices as of 25.07.11

- **A total saving of £297.93 (24%) on all ten products** = £297.93. Percentage of 297.93 out of 1,266.65 = 24%
- **A total saving of £59.49 (16%) for a TV and freeview box.** Highest price for TV and freeview box (£363.65), compared to the lowest price available (£304.16) = a saving of £59.49 (16%)

About InvisibleHand

InvisibleHand is a free price-finder tool for online shoppers and travellers who want to be confident they have found the best price before clicking the 'buy' button. Instead of undertaking painstaking online research or relying on the out-of-date prices on shopping & flight comparison sites; consumers can download and install InvisibleHand on their computer for free. Once installed, the next time you go shopping InvisibleHand will work behind the scenes to automatically find the best price on products & flights, no matter where you're searching on the web.

InvisibleHand's price alerts appear in a temporary, drop-down bar when a better deal is found on over 60 million products and airfares. To-date, InvisibleHand has been downloaded by over 1.9 million people and has already found savvy online shoppers over £65 million worth of savings in the UK alone.

InvisibleHand is free and easy to download from www.getinvisiblehand.com.

InvisibleHand is part of the Forward Internet Group, a privately funded collection of internet-based businesses focused on consumer engagement and innovation.