



Embargoed until: 00:01hrs Friday 19th November, 2010

DON'T BE A VICTIM OF THE CONSOLE PRICE WAR THIS CHRISTMAS

- **Price of games consoles can vary by up to 65% online^[1] – gamers urged to shop around**
- **Save up to 15% on a new XBox Kinect by savvy shopping online^[1]**
- **Difference between cheapest and most expensive online price can be as much as £149 (64%) for a Nintendo DS and £76 (23%) for a Playstation3^[1]**
- **Cheaper console games can be found too – saving £188 (51%) on the top five Nintendo Wii games^[2]**
- **Gamers urged to make InvisibleHand (www.getinvisiblehand.com) their weapon of choice to hunt out and nab the best online deals.**

Gamers could be the unsuspecting casualties of an online console price war this Christmas, warns [InvisibleHand](http://www.getinvisiblehand.com), the real-time online shopping tool. It has uncovered a huge disparity in prices for games and consoles across the internet which, in the worst case, could lead to unsuspecting shoppers paying up to 65% more than they need to.

Gamers and shoppers alike are being urged to shop around as the difference between the cheapest and most expensive online price can be as much as £149 or 64% for a Nintendo DS and £76 or 23% for a PS3^[1]. Those interested in snapping up a new XBox Kinect also need to keep their wits about them – online prices can vary by as much as 15%^[1].

And it's not just the consoles – unwary online shoppers can also lose out when updating their games collections. Playstation pros looking to get their hands on the latest top five games for their Nintendo Wii could find themselves forking out £118 or 51% more than necessary if they don't check that they have found the best price before clicking the 'buy' button. Through savvy shopping gamers could also save £95 or 39% on the top five Playstation3 games, as well as £67 (46%) for the top five Nintendo DS games^[2].

Console lovers also don't have to purchase all the games from the top five lists to reap the rewards or fall foul of pricing differences; notable savings can also be made on

individual games. These include £77 (86%) for Super Smash Bros. Brawl games on the Nintendo Wii, and £29 (49%) for *Formula 1: 2010* on the Playstations3^[2].

Robin Landy, founder of [InvisibleHand](#), says: "Unfortunately, many shoppers mistakenly believe that they are automatically guaranteed the best price simply by going online - this could not be further from the truth. There are still some huge differences in prices that can catch out the unwary online shopper and could add considerably to their Christmas shopping bill.

"With online prices varying by up to 65% gamers need to be savvy about hunting out and nabbing the best deal. More than anyone, they understand the benefit of having a secret weapon up their sleeve – when it comes to hunting down and nabbing the best prices online I would urge them to make InvisibleHand their weapon of choice."

InvisibleHand is the only real-time shopping tool available. Unlike comparison sites, it works behind the scenes and automatically flags up where the product you're looking at is available for the lowest price. Consumers can be confident they are getting the cheapest price available before they click the 'buy' button.

InvisibleHand is free to download and install from www.getinvisiblehand.com. It is available on all four major web browsers - Microsoft Internet Explorer, Google Chrome, Mozilla Firefox, and Safari 5.

ENDS

For more information please contact:

Stuart Lerman / Jennifer Stevens
020 7294 3674 / 020 7566 9723
stuartl@lansons.com / jennifers@lansons.com

Note to editors:

[1] Difference in price for Playstation3, XBox, Nintendo Wii, Nintendo DS and XBox Kinect games consoles:

Games Console	Lowest price found via InvisibleHand	Website	Other online retailer price	Website	Difference
PS3 <i>(slim console, 320 GB)</i>	£248.93	TheHut.com	£325.00	Ebay.co.uk	£76.07
Xbox 360 <i>(250GB HDD)</i>	£194.93	TheHut.com	£240.00	Ebay.co.uk	£45.07

Nintendo Wii <i>(black, includes Wii Sports Resort and Motion Plus)</i>	£159.99	Amazon.co.uk	£189.36	Amazon.co.uk	£29.37
Nintendo DS Lite <i>(black)</i>	£85.00	Play.com	£234.99	Ebay.co.uk	£149.99
Xbox Kinect <i>(sensor only: includes Kinect: Adventures)</i>	£127.00	TheHut.com	£149.99	Base.com	£22.99

Sourced: InvisibleHand 10.11.10

A saving of £149.99 (64 %) on the Nintendo DS Lite console: £234.99 - £85.00 = £149.99. Percentage of 149.99 out of 234.99 = **64%**

[2] Difference in price for top 5 games on Nintendo Wii, Nintendo Ds, and Playstation 3:

PLAYSTATION 3

Top 5 games	Lowest price found via InvisibleHand	Website	Other online retailer price	Website	Difference
Medal Of Honor: Limited Edition	£34.93	TheHut.com	£44.92	Ebay.co.uk	£9.99
Fifa 11	£34.85	Gamesseek.co.uk	£52.27	Overstock.com	£17.42
Fallout New Vegas	£37.70	Amazon.co.uk	£66.20	Gameathlon.com	£28.50
Formula 1 2010	£30.94	Amazon.co.uk	£60.34	Gameathlon.com	£29.40
Resident Evil 5 Gold: Gold Edition (Move Compatible)	£12.89	Sendit.com	£22.99	Ebay.co.uk	£10.10
Total:	£151.31		£246.72		£95.41

Source: InvisibleHand 10.11.10 (Top 5 Playstation 3 games sourced from HMV.co.uk)

A saving of £95.41 (39%) on the top five Playstation3 games online: £246.72 - £151.31 = £95.41. Percentage of 95.41 out of 246.72 = **39%**

A saving of £29.40 (49%) on F1 2010 game on Playstation 3: £60.34 - £30.94 = £29.40. Percentage of 29.40 out of 60.34 = **49%**

NINTENDO WII

Top 5 games	Lowest price found via InvisibleHand	Website	Other online retailer price	Website	Difference
Just Dance 2	£22.85	Gamesseek.co.uk	£30.99	Freemans.com	£8.14
Wii Party (Includes Wii Remote)	£31.99	Play.com	£43.42	CPC	£11.43

Super Smash Bros. Brawl (Wii)	£12.72	Amazon.co.uk	£90.00	ecrater.co.uk	£77.28
Dance On Broadway	£16.95	Zavvi.com	£24.99	blockbuster.co.uk	£8.04
Super Mario Galaxy 2	£30.89	Amazon.co.uk	£44.99	24studio.co.uk	£14.10
Total:	£115.40		£234.39		£118.99

Source: InvisibleHand (Top 5 Nintendo Wii games sourced from HMV.co.uk)

A saving of £118.99 (51%) on the top five Playstation3 games online: £234.39 - £115.40 = £118.99.
Percentage of 118.99 out of 234.39 = **51%**

A saving of £77.28 (86%) for Super Smash Bros. Brawl game on the Nintendo Wii: 90.00 - 12.72 = 77.28.
Percentage of 77.28 out of 90.00 = **86%**

NINTENDO DS

Top 5 games	Lowest price found via InvisibleHand	Website	Other online retailer price	Website	Difference
Professor Layton And The Lost Future	£25.93	TheHut.com	£35.00	Freemans.com	£9.07
Art Academy	£14.93	TheHut.com	£27.30	Ebay.co.uk	£12.37
Fifa: 10	£9.99	Amazon.co.uk	£34.47	Gameathlon.com	£24.48
Hidden Mysteries: Titanic	£12.93	TheHut.com	£17.79	Ebay.co.uk	£4.86
Tetris Party Deluxe	£14.93	TheHut.com	£32.11	Ebay.co.uk	£17.18
Total:	£78.71		£146.67		£67.96

Source: InvisibleHand 10.11.10 (Top 5 Nintendo DS games sourced from HMV.co.uk)

A saving of £67.96 (46%) on the top five Playstation3 games online: £146.67 - £78.71 = £67.96. Percentage of 67.96 out of 146.67 = **46%**

About InvisibleHand

InvisibleHand is a free price finder tool for online shoppers 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 comparison sites, consumers can download and install InvisibleHand on their computer for free. Once installed, next time you go shopping InvisibleHand will work behind the scenes to automatically find the best price 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 almost a million people and has already found savvy online shoppers over £27 million worth of savings.

InvisibleHand is free to 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.