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INVISIBLEHAND REACHES ONE MILLION DOWNLOADS

- **InvisibleHand, the free, real-time online shopping tool, is now helping one million consumers save money^[1]**
- **Since its launch in August 2009 InvisibleHand has found over £27 million in online savings for British shoppers^[1]**
- **Users can save an average of £9.08 on every transaction^[1]**
- **Download and use InvisibleHand for free at www.getinvisiblehand.com**

InvisibleHand, the free price finder tool for online shoppers who want to be confident that they have found the best price before clicking the “buy” button, has today hit one million downloads since launching in August 2009^[1].

The milestone means InvisibleHand is now helping an even greater number of consumers across Britain to automatically get the lowest price. It has already found over £27 million in online savings for British shoppers, with it finding an average saving of £9.08 on each product^[1].

As well as saving shoppers money, it also saves them time. Instead of undertaking painstaking online research or relying on the out-of-date prices on shopping comparison sites, consumers can download and install InvisibleHand on their computer for free.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, the 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. Because it is a real-time tool, shoppers can be confident that they will be seeing the most up-to-date prices available.

With Christmas on the way, shoppers using InvisibleHand will reap even greater rewards, saving money on an array of goods from electrical equipment, DVDs, and CDs, to books, toys and DIY equipment. For example, saving £608 (54%) for a Sony Bravia 40-inch Widescreen LCD TV, as well as £21 (54%) for the Harry Potter years 1-5 DVD Box Set ^[2].

Robin Landy, founder of InvisibleHand, says: "InvisibleHand is the secret weapon all online shoppers should have up their sleeve. It takes the legwork and the guesswork out of shopping around online by automatically hunting down the best prices for the product you are looking at so that you can quickly and efficiently nab the best deal. By using InvisibleHand, consumers eliminate the need to carry out painstaking research and no longer need to visit shopping comparison sites – InvisibleHand automatically notifies them to where the real savings can be found instead.

"Every penny counts at the moment, especially in the run up to Christmas, so it is essential consumers ensure they are not paying over the odds. It's great to know that we are now helping so many consumers to feel confident they have found the best price before clicking that 'buy' button."

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

ENDS

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Note to editors:

1. Source: InvisibleHand. Number of downloads based on Firefox, Chrome, Internet Explorer and Safari users. Savings are those identified for British users since launch in August 2009.
2. Examples of savings found using InvisibleHand:

- Sony Bravia KDL40W5500U 40-inch Widescreen Full HD 1080p LCD TV with Freeview and 100Hz Motionflow

Retailer	Price (£)
Amazon	£ 1,134.36
LaptopsDirect.co.uk	£ 829.97
Play.com	£ 525.98

Sourced by InvisibleHand 29.10.10

Difference between highest price (£1134.36) – lowest price (£525.98) = a saving of **£608.38 (54%)**

- Harry Potter 1-5 DVD Box Set

Retailer	Price (£)
CDWow.com	£ 17.99
Play.com	£ 27.99
Zavvi.com	£ 39.29
SendIt.com	£ 39.29
AsdaEntertainment.co.uk	£ 39.29
ArgosEntertainment.co.uk	£ 39.29
ShopLoveFilm.com	£ 39.29
TheHut.com	£ 39.29

Sourced by InvisibleHand 29.10.10

Difference between highest price (£39.29) – lowest price (£17.99) = a saving of **£21.30 (54%)**

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.