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INVISIBLEHAND REACHES 2 MILLION DOWNLOADS ON 2 YEAR ANNIVERSARY

- **InvisibleHand, the real-time online shopping tool, has been downloaded by 2 million people since launching two years ago^[1]**
- **InvisibleHand's real-time pricing technology has found over £69 million in savings for UK shoppers**
- **Download and use InvisibleHand for free at www.getinvisiblehand.com.**

[InvisibleHand](http://www.getinvisiblehand.com), the free to download online shopping tool, has now surpassed 2 million downloads^[1]. The news comes as InvisibleHand celebrates its two year anniversary and means millions of consumers across the UK, US and Germany are now benefiting from real-time pricing information when looking online for the best deals for flights, hotels and shopping.

Since its launch in August 2009, InvisibleHand has identified over £69 million in savings for UK consumers alone and \$505 million for US users shopping online for a variety of products from electrical equipment, films, and cosmetics, to flights, DIY tools, games consoles, and books and DVDs. Over 600 retailers are currently part of InvisibleHand with more and more continually added.

Once downloaded, InvisibleHand uses real-time technology to discreetly and automatically alert shoppers if a product, flight or hotel they are looking at is available at a lower price elsewhere. It is available on all major web browsers, including Microsoft Internet Explorer, Google Chrome, Mozilla Firefox and Apple Safari.

Robin Landy, founder of [InvisibleHand](http://www.getinvisiblehand.com), says: "It's a sign of our times that so many online shoppers have downloaded InvisibleHand and are taking advantage of the savings the tool has to offer. Since launching in 2009, we are proud to have been able to pioneer real time price comparison, allowing online shoppers to feel confident that they are getting accurate pricing information at any time.

"People now shop for all kinds of goods and services online and these aren't always covered by traditional price comparison sites. Our aim is to ensure consumers can continue to shop for the

things they want, on the sites they like and be safe in the knowledge that InvisibleHand will be there to ensure they automatically get the right information and can find the best deal.”

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

ENDS

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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] The tool has been downloaded over 2 million times since its launch August 2009.

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 2 million people and has already found savvy online shoppers over £69 million worth of savings in the UK alone.

InvisibleHand was recently shortlisted in the Small Online Business of the Year category for the National Business Awards 2011, the results of which will be announced later this year.

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.