



Corporate Descriptions

Fifty (50) word description:

SmartShopit.com is designed to help its members eat healthier and shop smarter. More than a website of shopping tips, coupons and recipes, SmartShopIt.com is an integrated tool, available on both the desktop and mobile web device, which leverages price, nutritional facts and data on over 100,000 products and 13,000 retailers nationwide.

One Hundred (100) word description:

SmartShopit.com is designed to help its members eat healthier and shop smarter. More than a website of shopping tips, coupons and recipes, SmartShopIt.com is an integrated tool which leverages price, nutritional facts and data on over 100,000 products and 13,000 retailers nationwide. These features include coupons, shopping lists its proprietary Smart Compare, Smart Buy Alerts, Favorites Lists functions, ratings and reviews, all accessible from both the desktop and mobile web device. In addition, the SmartShopIt.com blog discusses information on products, how to buy them and recipes on how to prepare them. Whether the member likes to plan or shops at the spur of the moment, SmartShopIt.com can help.

Five Hundred (500) word description:

SmartShopIt.com is designed to help its members eat healthier and shop smarter. Purchasing groceries is the third largest household expense, ranking behind transportation and housing (*U.S. Dept. of Labor 2008*). Articles with money saving tips on grocery shopping basically all say the same thing, **shop smart**. SmartShopIt.com provides a tool to do just that. More than a site with shopping tips, coupons and recipes, it is more importantly a powerful system that leverages price and data on over 100,000 products and 13,000 retailers nationwide to help its members shop the most effectively.

SmartShopIt.com provides both desktop and mobile web access, so this information is at its member's fingertips anywhere they may be. As the SmartShopIt.com community continues to rapidly grow, members will add additional reviews, ratings and price information that will benefit all the members.

The key features of the site include:

- **Free coupons!** SmartShopIt.com helps by flagging products on member's shopping lists and on its product detail pages to show them items that may have a coupon available.
- **Favorite items** tracking with the ability to set a Smart Buy Alert to tell members when SmartShopIt.com or one of its other members finds this item in their area at or lower than their price alert level.



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- **Shopping lists** to help members remember what to buy along with Smart Buy Price recommendations. They also have the ability to access these lists via their mobile web device while at the store.
- **Smart Compare** that helps compare products based on nutrition, price and value.
- Track **purchase prices** so members know what they've spent in the past.
- Easy access from **desktop and mobile** device (no mobile application download or fee required).
- Many more ...

The SmartShopIt.com team is based in Silicon Valley and is comprised of techies, foodies and analysts who have married their talents to produce and manage this system. Founded in 2008, they have designed this site to help consumers shop the way they want to shop, not the way others feel they should. Home grocery delivery and Internet shopping have not grown like online purchases of travel, books and electronics. Shopping habits are hard to break and a majority of the consumers still go to the store to buy their groceries. SmartShopIt.com understands that there are no effective solutions out there to help people plan to shop or while in the store. Other grocery sites just offer tips and coupons, which this site has as well. SmartShopIt.com though, goes much further, providing many tools to help manage a family's grocery needs.

The main web site can be found at www.SmartShopIt.com and the mobile web interface at <http://m.SmartShopIt.com>. They also have a blog, open to everyone, at <http://blog.SmartShopit.com>.