



Media Kit

Corporate Overview

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, nutritional information 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 all 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 other members.

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 has not grown like the 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 at the store. Other grocery sites just offer tips and coupons, which this site has as well. SmartShopIt.com though, goes much further, by also providing many practical and easy to use tools to help manage a family's grocery needs.

Key Team Members:

Trent Wong - Founder

Trent is a serial entrepreneur and former CEO of Singlepoint Systems and Global Maintech, Inc. He helped to design and market AlarmPoint, the premier event notification product on the market today. Mr. Wong also has an extensive background in the food and retail industry.

Shijun Liu – Product Management

An Engineering graduate of Stanford University, Shijun acts as the local contact for our development group in China. His engineering & bi-lingual background makes him perfect for this job. Shijun is also an Investment Analyst for J.W. Parker Investment Management group.

Karen Barnes – Advisor

Karen was V.P. of Engineering of Resonate, Inc and helped them through their IPO. Recently she was VP of Engineering for Syndera. She was also past COO of Mollie Stone Grocery stores. This combination brings a wealth of experience and information to our organization.

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>.