

Founded 1997

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Company StreetPrices.com is a shopping comparison site that helps consumers find the **lowest online prices on millions of products** in four countries. The site was developed in Hilo, Hawaii, in a solar-powered rainforest shack. It was the **first site to offer price graphs** and price alerts. StreetPrices is led by **search industry veterans** with experience in massively parallel text search and DNA sequence matching, as well as alumni of **idealab!** and the Netscape **Open Directory Project**. StreetPrices' vision is to give users the tools they need to get the best price on every purchase.

Market Online shopping is projected to grow to \$335 billion by 2012, as consumers turn to online retailers to balance their budgets during the economic downturn¹. Most consumers research purchases online before they buy, and 34% of consumers plan to do more of their shopping online in 2009². Price comparison sites will be a key tool for finding the best deals. StreetPrices is poised to meet shoppers' needs by providing comprehensive, accurate, unbiased prices on a wide variety of products.

¹ <http://www.crn.com/retail/213000671>

² <http://www.linkshare.com/news/1475/>

Products **Price graphs:** Every product page includes a price graph, so users can see the **high and low price of the item over time**. This helps users spot price trends before they buy, so they can be sure they're getting a great deal. StreetPrices invented price graphs in 1998.

Price alerts: Price alerts make it easy for users to **monitor the price of items they want to buy**. Fill in a quick form with your email address and your desired price, and StreetPrices will notify you when the item reaches that price. StreetPrices **verifies the price** at the merchant's site before sending email, so you won't waste your time with false alarms. You can even choose to **ignore merchants with poor ratings**. StreetPrices invented price alerts in December 1998.

Search by specs: Users can search by specs in most major categories, helping them find the cheapest computer memory, disk drive, or television that meets their needs. **Choose the features you want and get a quick list of matching products, cheapest price first**. Merchant listings and detailed product information are just a click away. The Search by Specs tool was designed in 1999.

Search Tree: StreetPrices' search tree lets users quickly **refine their search by category** – not just a major category like Electronics, but by any category, at any level of the hierarchy. The search tree is displayed at the top of every search, and one quick click will narrow your search results to the category you want.

Financing Privately held.

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