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Letsbuyit.co.uk relaunches in the UK

The price comparison site returns with a social twist giving consumers complete buyer power

Letsbuyit.co.uk today announces the launch of its new and improved independent price comparison site which has been combined with social shopping to give consumers real buying power.

For the first time shoppers can compare, share and buy millions of products from over 200 of the largest UK retailers - including Wallis, Tesco, Boden, HMV, Superdrug, B&Q, Boots, JD Sports – and many, many more.

The new site fully embraces the new concept of **social shopping**, that is, the opportunity to discuss your purchases with others, and combines this with a price comparison model to offer a unique online shopping experience based on unbiased reviews and the opinions of your peers.

The new site is packed with interactive social features such as wish lists, reviews, videos, competitions and community forums. It also offers the price history details of each product to enable consumers to track trends for themselves and get the right product at the right price.

The all-in-one shopping site offers a number of features including:

- **Wishlists** – get what you want for your birthday or any other celebration by sharing your wishlist with friends and family.
- **Monthly competitions** – win the entire contents of your wishlist every month!
- **Community Forum** – discuss the product you're looking to buy with other users.
- **Loyalty Points** – collect loyalty points – known as "Billies" - with each purchase to unlock exclusive rewards and benefits.

- **Product price history** – track the price of a product over time.

Pauline Dubuc, co-founder of Letsbuyit.com, comments: "We know that consumers are smart and savvy when it comes to shopping online. Everyone wants an independent shopping site, which they can trust and which doesn't provide them with unbiased lists of products.

"As online shopping has evolved, letsbuyit.co.uk combines the strength of social networking to help consumers inform, compare and choose the right products for them.

"Members of the previous site were hugely disappointed when it closed and we hope that they will love this site just as much. Let's bring back buyer power!"

Notes to editors

About Letsbuyit.co.uk

Launched in October 2009, Letsbuyit.co.uk is the first independent online shopping web site that combines the benefits of price comparison with a social shopping experience. For the first time shoppers can compare, share and buy millions of products from over 200 of the largest UK retailers - including Wallis, Tesco, Boden, HMV, Superdrug, B&Q, Boots, JD Sports – and many, many more.

Letsbuyit.co.uk is partnered with over 200 affiliates, offering members the choice of over five million products. For more information, please visit www.letsbuyit.co.uk.

LetsBuyIt.co.uk is owned and run by co-managing directors Pauline Dubuc and Emmanuel Noirhomme.

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