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**SHOPPING DEALS COME EARLIER IN WEEK
AS RETAILERS COMPETE FOR SALES**

*—Latest markdown analysis from Shop It To Me reveals
Wednesday is the new best shopping day—*

San Francisco, CA, October 8, 2009 —The recession has changed many things in our economy, including the best day of the week to shop online if you want a great deal on clothing.

In the “old” economy of 2007, Friday was the best day of the week to find the steepest markdowns. But, a just-completed analysis of online retailer markdowns during the first half of 2009 reveals that the best sale days for clothing now arrive earlier in the week:

- Wednesday is now the best day to find the steepest discounts on a wide variety of clothing and accessories, including: women’s accessories (48% off), shoes (43%) and intimates (37%), and on girls’ clothing (47% off overall)—especially sweaters (50 %) and jeans (46%). Wednesday is also the best day for price cuts overall on men’s (39% off) and boys’ (38%) clothing.
- Tuesday has become the best day for the deepest markdowns on women’s (55% off) and girls’ (42%) dresses. It is also the best day to buy men’s sweaters (49% off) and boys’ jeans (42%).
- Wednesday and Thursday are now the days when retailers put the most **new** items on sale.

“The shift away from Friday to earlier in the week is striking,” says Charlie Graham, founder and CEO of Shop It To Me, the online personal shopper that conducted the markdown analysis by comparing prices on 90,000 different items from more than 100 online retailers that went on sale during the first six months of the year. “Clearly, retailers are racing to beat each other’s sales by putting more items on sale earlier in the week,” Graham added.

The analysis also revealed that

- Retailers are discounting women’s merchandise at higher percentages than men’s. Across all categories of men’s clothing, the average discount is 39% while for women’s clothing it is 46%. The same is true for boys’ items (average 38%) vs. girls’ (47%).
- Discounts on women’s dresses (55% off), skirts (54%) and jeans (44%) are higher than they were two years ago, as are discounts on men’s sweaters (49% off). At the other end of the spectrum, discounts on intimates (37%) and men’s outerwear (also 37%) are not as great as they were before the recession hit.

This the second time Shop It To Me has prepared a markdown day analysis. The original report was issued in 2008, based upon data from 2007, prior to the onset of the recession.

Methodology:

Shop It To Me analyzed approximately 90,000 apparel, shoe and handbag items (comprising close to 1 million SKUs) to determine statistical correlations between the day of the week an item went on sale and the percent off of retail for which the item was on sale. To qualify to be included in the study, items had to have been at least 20% off retail price, available at least one day between 1/1/2009 and 6/30/2009, represent one of the 600+ brands recognized by Shop It To Me and be carried by one of Shop It To Me's 100+ retailer partners. Each item was categorized into a department, type (i.e., shoes, casual shirts, sweaters, skirts, handbags, etc.), retailer and brand, and given a percentage off of retail (computed by comparing the sale price to the retail price). Items were then grouped by which day of the week they appeared on sale and average and counts of items by days were computed. Results from each day were analyzed using multiple population proportion tests in order to determine statistical significance. Shop It To Me recognizes a number of potential limitations in its analysis, including, but not limited to, constraints of using only those brands and retailers which are supported by the Shop It To Me service, potential errors and limitations in data accumulation and analysis and limitations to the Shop It To Me data acquisition technology.

About Shop It To Me

Shop It To Me (www.shopittome.com) is a free online personal shopper for clothing sales. It lets subscribers know when brands they love first become marked down in their sizes at the online shops of major and boutique retailers. Shop It To Me scours the Web sites of more than 100 leading retailers to find out what's on sale and then sends its 2.5 million users personalized email alerts (SaleMail™) with product images, pricing and links. Founded in 2004 by Charlie Graham, a serial entrepreneur and avid sale shopper, Shop It To Me is privately held and headquartered in San Francisco.

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