



# The Value Chain



Aggregate audience from multiple sources

Edit, sort, add valuable information and relevance

Redirect to merchants

*Shopzilla*



# Shopzilla Mission

## Efficiently Connect Shoppers and Merchants

Over 203 million U.S. online users<sup>1</sup>

Over 31 million products

Over 55,000 merchants



Find virtually every product sold online

Learn about how to choose products

Evaluate and compare products

Compare prices from broad range of consumer-rated sellers

Buy quickly via "deep-link"



<sup>1</sup> JPMorgan, January 2005

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