

## **Online Textbook Leader BIGWORDS.com Grows 21.5% in 2006.**

*Advanced Search Technology Saves Students More  
on Textbooks, Music, DVDs and Games*

Annapolis, MD, January 25, 2007--BIGWORDS announced today that its customer base grew 21.5% in 2006 to 1.2 million unique users, the fifth consecutive year of 20%+ growth. Referred sales topped \$6M, and monthly page views average 1.6M.

BIGWORDS provides a free service to college students, helping them find the best textbook values by searching the top online booksellers for the lowest prices, new and used, taking into account promotional offers and shipping costs.

"BIGWORDS' technology compares multiple items on multiple sites," said CEO Jeff Sherwood, "resulting in the best prices with higher savings than shopping retailers individually. That's why our repeat purchase rate is 75%. And, that's why we're getting a lot of press. Just this month, the Chicago Tribune said '...It's no mystery that you often can find new and used textbooks cheaper on sites such as Amazon.com, Half.com and Bigwords.com.'"

BIGWORDS' merchant affiliates include Abebooks, Alibris, Amazon, Barnesandnoble.com, BetterWorld Bookstore, BooksAMillion, eCampus, Half, TextbookX, Textbooks.com, TextbooksNow, TextbooksRUs, and Valore Books.

Ongoing pricing analysis, updated hourly, compares the current lowest price of each textbook retailer that BIGWORDS searches to the lowest price BIGWORDS finds overall, and then averages the savings. BIGWORDS saves between 15% and 55% on average vs. the online retailers it searches.

Since students can enter as many textbooks as they like and the BIGWORDS Price Comparison Engine crunches all possible pricing combinations from affiliated retailers, and because BIGWORDS includes special promotions, coupons and shipping costs in its calculations, it is able to find deals on multiple item orders that other price comparison sites miss.

"We work really hard to save students time and money on textbooks. This new data brings us (and well over a million students) a lot of happiness." said Sherwood.

### About BIGWORDS

BIGWORDS.com is a privately held price comparison Web site where college students, and others, can get the lowest online prices on textbooks, school supplies, music, DVDs and games. The BIGWORDS brand is owned by BIGGER WORDS, Inc, Annapolis, MD.

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