

**SAVE WITH**  
**SAVVY**

**Grocery Price Comparison Made Easy**  
Uncover Great Deals at YOUR Local Markets

# **Table of Contents**

- I. Introduction
- II. Press Release
- III. What Users of SaveWithSavvy.com Say
- IV. Charts Reflecting Comparison Shopping
- V. Platformation, Inc.
- VI. Website References
- VII. Contact Information



Your lifestyle readers will be delighted to learn that the newest innovation in uncovering savings at the grocery market has arrived. In this area, prices vary greatly; however, except for grabbing a flyer or couponing, shoppers have been relegated to finding out the cost for the majority of staples once they are inside the store.

Enter SaveWithSavvy.com, the site that lets you make a list and check it twice. By that we mean, SaveWithSavvy.com compares apples to apples and oranges to oranges and milk to milk at the markets in your Los Angeles neighborhood or near your workplace. They even do the final price comparison for you. When you finish making your choices, SaveWithSavvy.com will optimize your list for the best potential savings. You choose the markets and products, they make your list with the best buys at each store. They also feature the weekly specials and coupons on the site, which can be easily added to your list. SaveWithSavvy.com is a one stop price check before you spend a penny on gas.

SaveWithSavvy.com even saves your list for the next trip to the market. This list, as smart shoppers know is the best way to avoid impulse buys. We all have that urge to purchase a “value” item that looks cheaper. The trouble is that we don’t always need it, use it, or even like it. Those tempting looking treats are stacked there for a reason - markets know how to merchandise. The prepared list guards you against wasting money and keeps your eye on the prize – the lowest possible total at checkout. Just when ‘frugal’ options seemed to be exhausted, SaveWithSavvy.com comes to the rescue.

The person we have to thank for this is no less than Dr. Leonard Kleinrock, a recipient of the 2007 Medal of Science and one of the founders of the Internet. Featured in the [Vanity Fair](#) article about the invention of the internet, Dr. Kleinrock and his team bring us the latest breakthrough to benefit consumers.

Please call me at (310) 982 7728 or email [info@savewithsavvy.com](mailto:info@savewithsavvy.com) if you need any more information.

Thank you,

Louise Falevsky,  
VP Business Development



[www.savewithsavvy.com](http://www.savewithsavvy.com)

|   |   |
|---|---|
| Spend less at the supermarket after using the new website SaveWithSavvy.com | Contact: Louise Falevsky (310) 982-7728<br>info@savewithsavvy.com |
|---|---|

|  |  |
|--|--|
| Dr. Leonard Kleinrock, one of the founders of the Internet and developer of the recently launched SaveWithSavvy.com, decides that shoppers need to be informed about prices before they head out to the grocery store. |  |
|--|--|

Today's consumers search the Internet for the best deals on everything from electronics to toys to cars. However there is one category where they remain woefully under informed and it includes items used on a daily basis. With over 10 billion grocery shopping trips involving \$600 billion dollars and 200 billion items, food buyers still leave the house with a scribbled list and very little idea of the exact prices in their local markets. Households need an edge to manage the third largest portion of their budget and the new site SaveWithSavvy.com provides the tools.



Dr. Leonard Kleinrock, saw an opportunity to help shoppers prepare for battle with the rising cost of food. Why not have the prices for items at several markets online? Why not give the shopper a chance to evaluate prices before spending money on gas as well as groceries? Why not save the list so one can quickly access it for the next shopping trip? Dr. Kleinrock notes, "It's been 2 years in concept and development; applying the best minds in the ecommerce community. If you think Groupon shaped the future of coupons, wait until you see what SaveWithSavvy.com has to offer". The result of his team's efforts is SaveWithSavvy.com; a solution to getting the best grocery buys for the family budget.

The development time was devoted to surveying shoppers, market testing, and translating the data into a user friendly site that compares the grocery prices at local stores. The research produced a site that requires only a zip code to round up a list of local markets. By checking off the markets where a shopper would like to see prices, they can start to assemble their list. Convenient categories replicate the aisles of a market with choices from each store selected. See which stores trend cheaper for shelf stable items, dairy, or produce. Finally a shopper finds out how markets compare according to their priorities for each item - price more important than brand, organic an option, or it's simply a child's favorite brand of peanut butter.

For the first time, the consumer has the information from multiple stores at their finger tips. While the shopper selects items, a list forms on the right side of the page. The shopper can keep the original list or have SaveWithSavvy.com optimize their choices and show the savings outcome from going to one, two, or more stores. The information might take shoppers to a new store or split the list between the two top store choices. Knowing the prices ahead of shopping means the consumer can adjust the choices to pick the best deals at any store without wasting gas. Small savings on several items add up to big savings at check out.

The choices will be saved and easily accessible for the next week or occasion. Now shoppers will have the quantity of chicken from last year's 4<sup>th</sup> of July Barbeque and the brand of barbeque sauce that everyone loved. Remember all these details without getting in the car, going to the market, and searching the aisles for each product and that jar label one barely remembers.

quantity of chicken from last year's 4<sup>th</sup> of July Barbeque and the brand of barbeque sauce that everyone loved. Remember all these details without getting in the car, going to the market, and searching the aisles for each product and that jar label you barely remember.

SaveWithSavvy.com also features the weekly specials for the major grocery chains in your area. Many shoppers plan around these choices for stocking up their pantry and freezer. Eliminate rummaging through flyers or having to search different sites. These specials items will be added to your regular list and arranged by store along with your choices from the other categories. They are also adding online coupons to the site for even greater savings.

With a potential savings of hundreds of dollars for every home, SaveWithSavvy.com brings local grocery price comparison to the Internet. Short of home delivery, SaveWithSavvy.com does it all.

And that scribbled list? It's either neatly printed or sent to your smart phone.

About Platformation, Inc.

Platformation's SaveWithSavvy.com products are well on their way to growing into a platform that delivers far more savings value to the grocery shopper than the \$5 billion per year currently derived from redeemed coupons. Our technology platform addresses all aspects of bundled purchasing information, including scraping, analyzing, inferring and presenting complex data as found in product, promotional and service information. Aspects of our innovation have been granted seven U.S. patents, with another half a dozen in application.

It has been 10 to 15 years since the last major players, the Yahoos, eBays, Amazons, and Googles of the world came online. With the abundance of information available today, a new cycle of breakthrough is on the horizon to further benefit billions of consumers.

Dr. Leonard Kleinrock, Founder, Chairman and interim CEO, a Father of the Internet, a recipient of the 2007 National Medal of Science presented by the U.S. President and a Distinguished Professor of Computer Science at UCLA, is a renowned force in both academia and industry. He was the first President and Co-founder of Linkabit Corporation, the co-founder of Nomadix, Inc., and Founder and Chairman of TTI/Vanguard, an advanced technology forum organization.

Dr. Yu Uny Cao, Founder and Chief Technology Officer, combines search industry experience and academic research while working on the cutting edge of new search technology, evidenced by several acquired U.S. patents in search. After receiving his Ph.D. in Computer Science from UCLA, he worked for a reputable search engine company.

Louise Falevsky, VP Business Development is an experienced technical and business professional. Holding 2 patents in anti-spam filtering algorithms, she was formerly CTO of InspectorLOGIC in the UK.

Visit our site [www.savewithsavvy.com](http://www.savewithsavvy.com) and uncover the best deals in your local markets.

## What Users of SaveWithSavvy.com Say

“I like the fact you can look for lowest price, especially on milk which really fluctuates and prices are not found in paper ads. It makes shopping easier and it prints your list for you too.”

Janice N.

“It is very useful to find the best price and see potential savings. The benefit to me was instantly seeing where the best prices are on items I buy without having to do the leg work or the research. Busy moms can save time and money.”

Marla T.

“Gave me a better idea of which of the closest stores has a better overall deal. It really put my time vs. money in perspective. Easy to do the comparing from the comfort and ease of your own home!”

Jennifer P.

“Limiting a shopping trip to two stores and saving money is extremely helpful!”

Vicki A.

“It let me know whether it would be worth making two store visits or not. It has tempted me to try shopping at Fresh & Easy.”

Sasha T.

“This was helpful in seeing both the lower prices at alternate stores and the benefit of buying more to save more. This makes the price comparison issue much easier. Great site!”

Kristen W.

“Lets me know where I can find the best deals on the items that I regularly buy.”

Kimberly T.

“Very interesting to see how Ralph's compares with Vons and Costco. I think it's a great way to get good pricing info. It's very easy to navigate.”

Louise B.

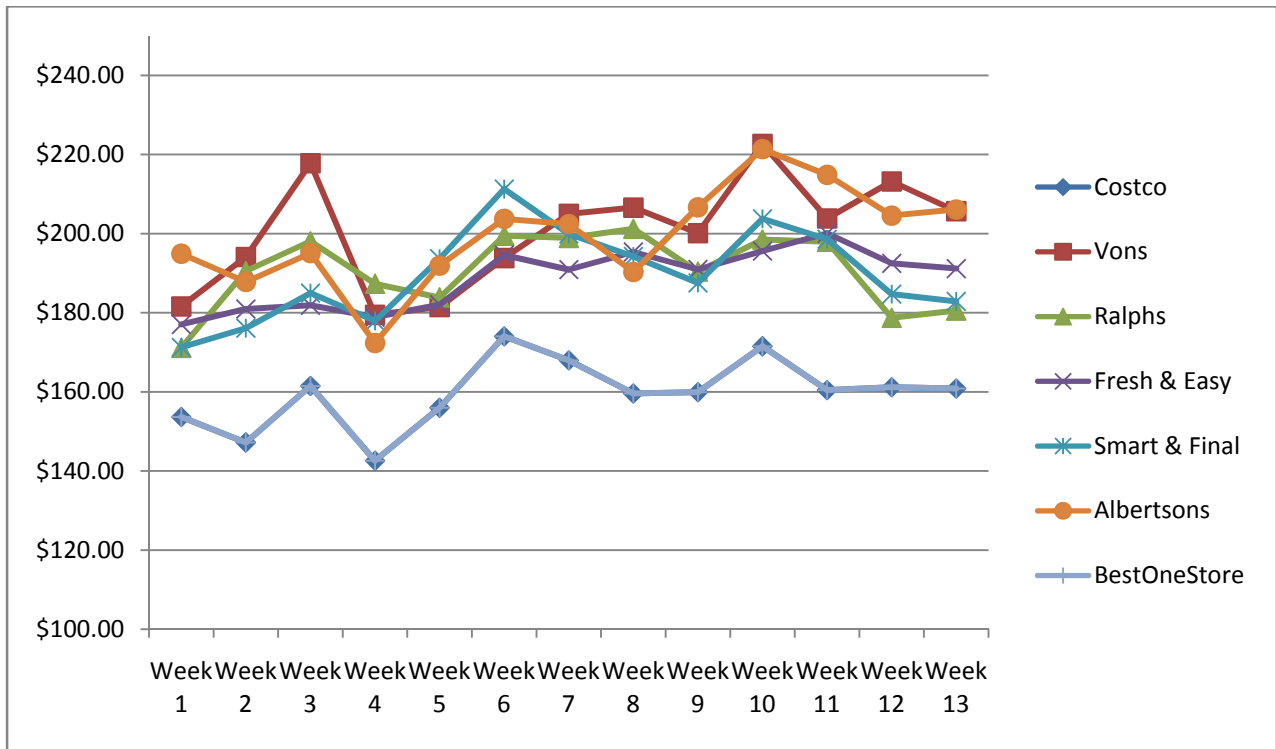
# Charts Reflecting Comparison Shopping

Presented in Chart 1 is a thirteen-week history of the checkout values at each of the six individual stores. These values give the shopper insight into the “best” one-stop shop as well as the “worst” one-stop shop.

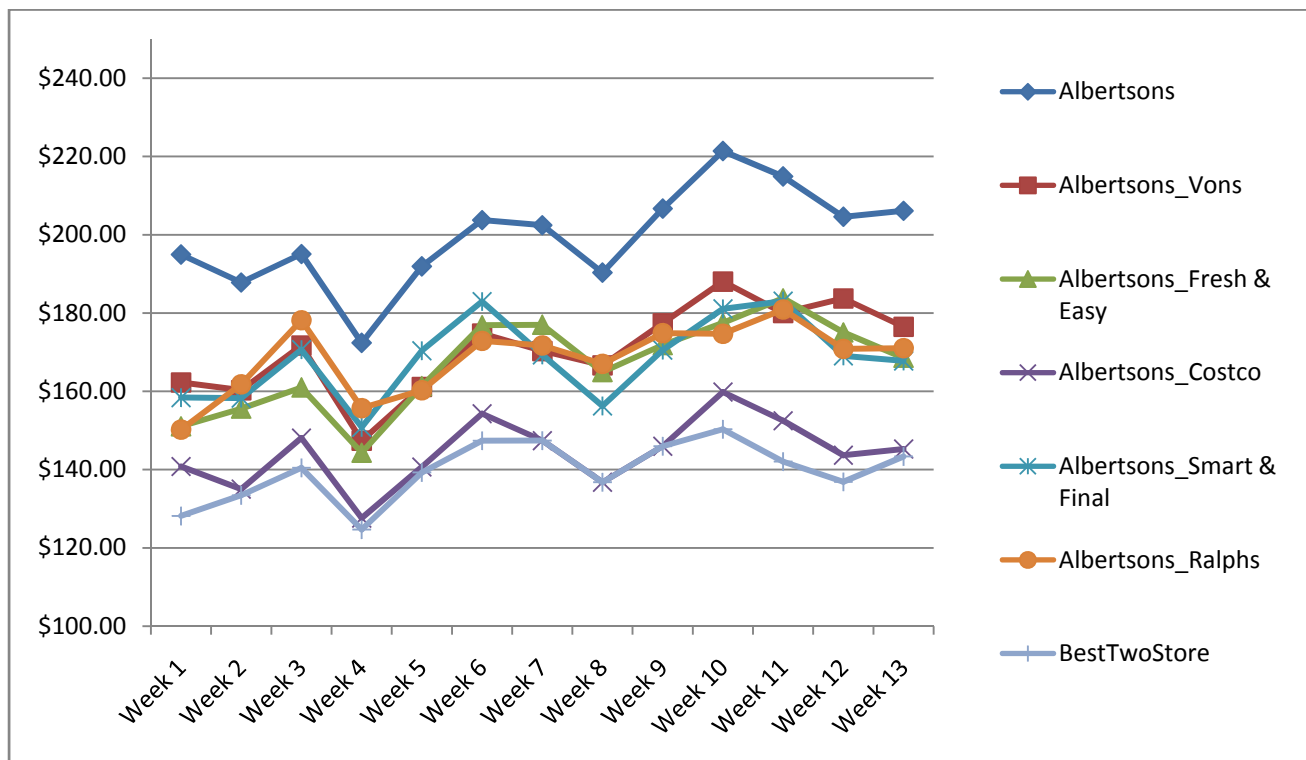
Charts 2-7 reflect the checkout values of 25 exact items across a thirteen-week period during spring of 2011, at six Los Angeles grocery chains: Albertsons, Costco, Fresh & Easy, Ralphs, Smart & Final, and Vons. These commonly-purchased items include ground beef, chicken breasts, 2 % milk, orange juice, and cereal, to name a few. The quantity of each item was adjusted (in most cases, increased) to reflect the weekly consumption habits of a typical family of four.

Charts 2-7 reflect potential savings of up to 30% if the 25 items are purchased from TWO stores rather than one.

**Chart 1**  
Value Comparison of 25 Items Across 13 Weeks:  
Prices Gathered at 6 chains

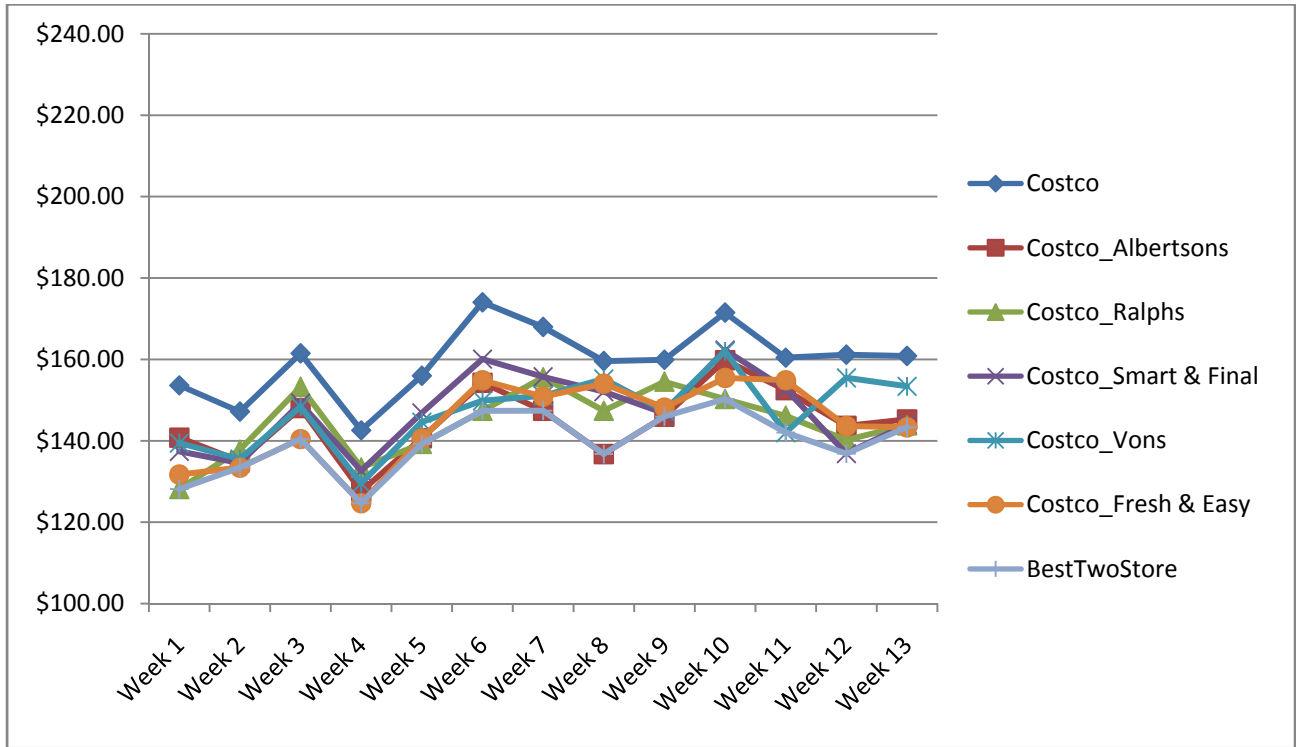


**Chart 2**  
**Value Comparison of 25 Items Across 13 Weeks:**  
**Prices Gathered at Albertsons + Additional Store**

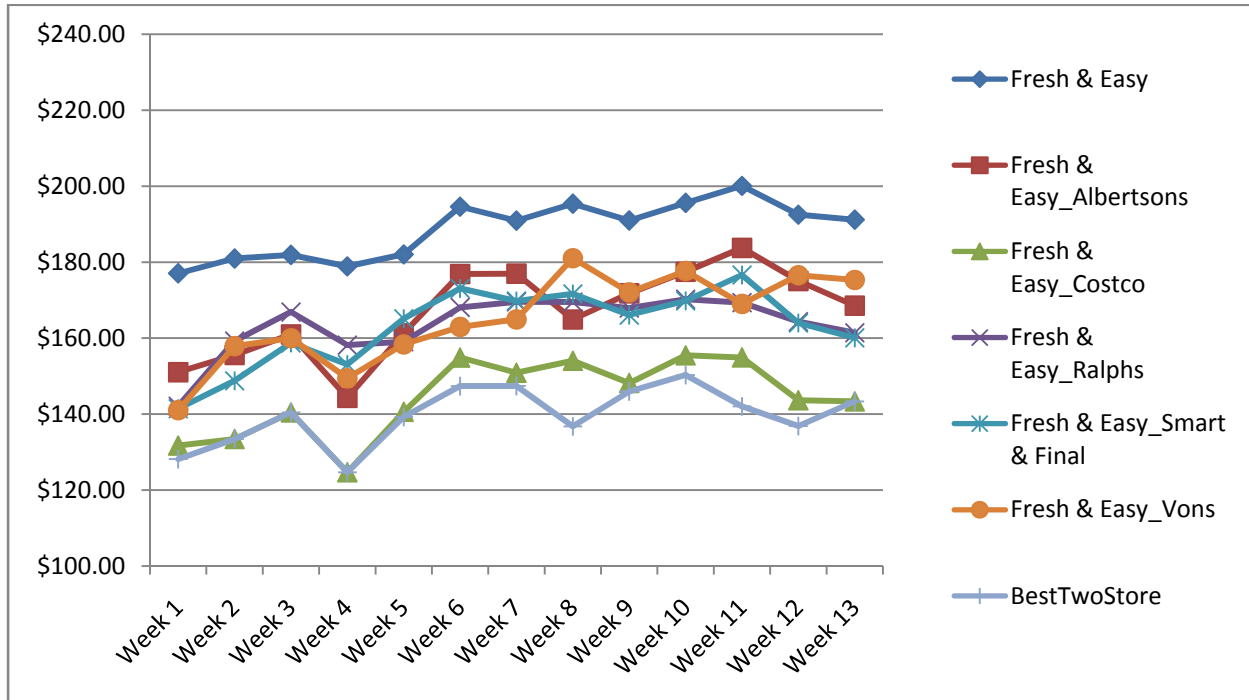




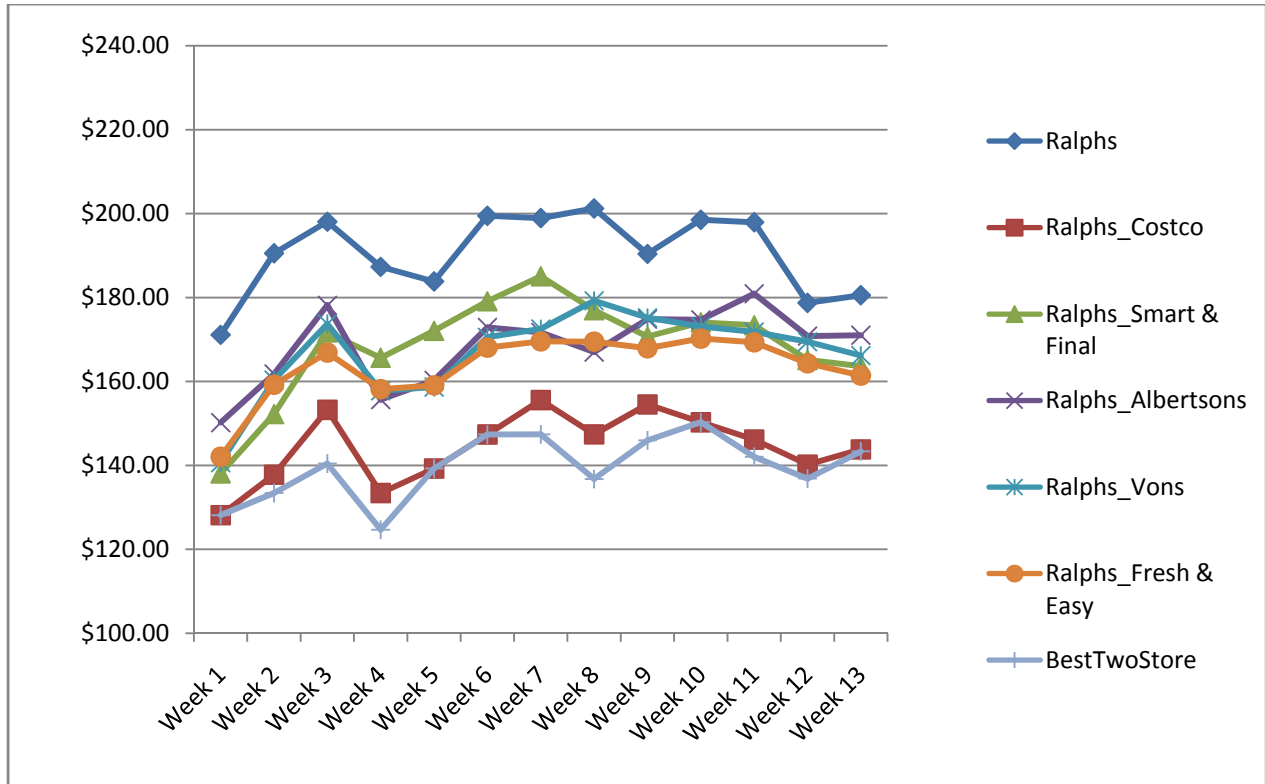
**Chart 3**  
 Value Comparison of 25 Items Across 13 Weeks:  
 Prices Gathered at Costco + Additional Store



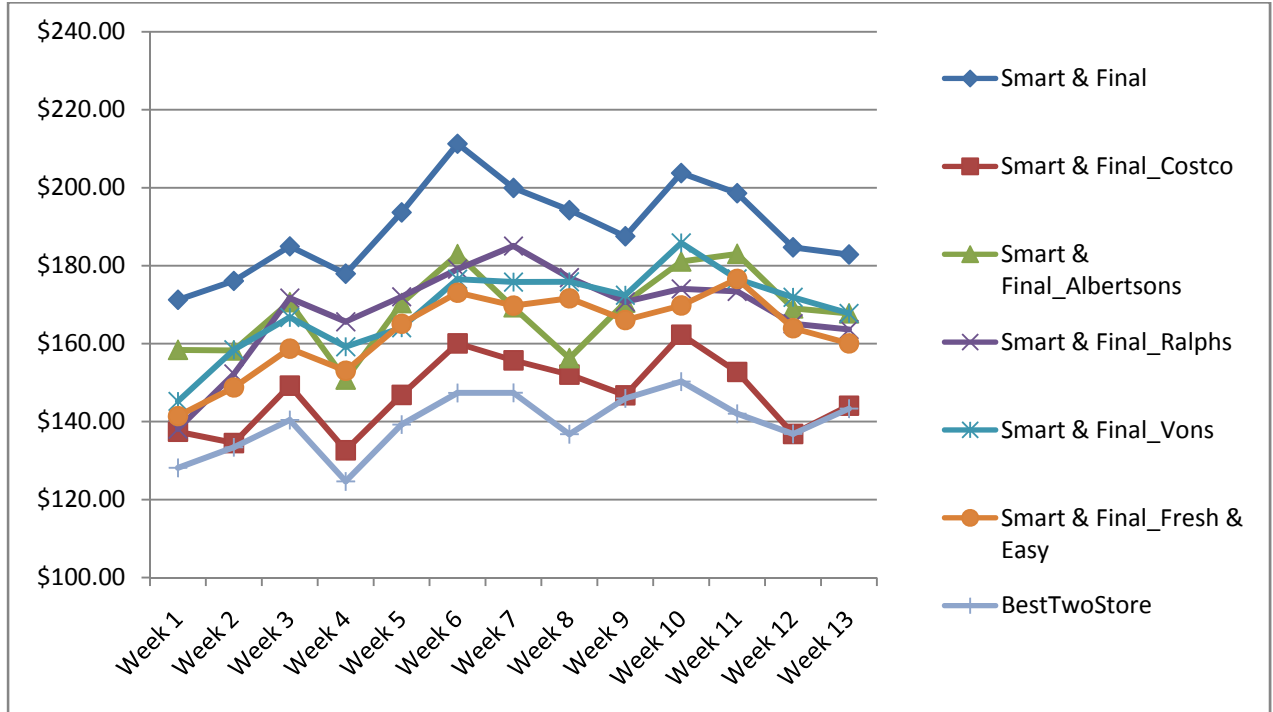
**Chart 4**  
 Value Comparison of 25 Items Across 13 Weeks:  
 Prices Gathered at Fresh & Easy + Additional Store



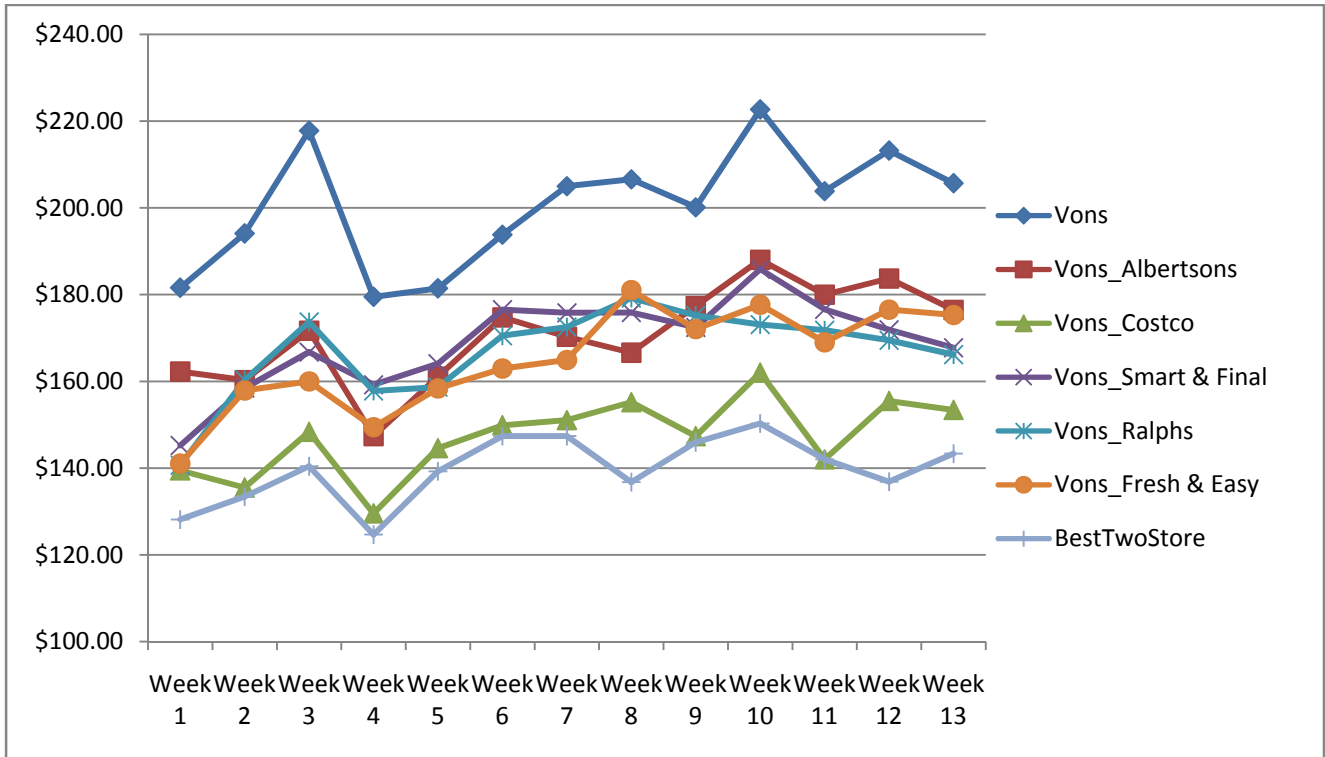
**Chart 5**  
 Value Comparison of 25 Items Across 13 Weeks:  
 Prices Gathered at *Ralphs + Additional Store*



**Chart 6**  
 Value Comparison of 25 Items Across 13 Weeks:  
 Prices Gathered at Smart & Final + Additional Store



**Chart 7**  
**Value Comparison of 25 Items Across 13 Weeks:**  
**Prices Gathered at VONS + Additional Store**



# Platformation, Inc.

**Platformation's SaveWithSavvy.com** products are well on their way to growing into a platform that delivers far more savings value to the grocery shopper than the \$5 billion per year currently derived from redeemed coupons. Our technology platform addresses all aspects of bundled purchasing information, including scraping, analyzing, inferring and presenting complex data as found in product, promotional and service information. Aspects of our innovation have been granted seven U.S. patents, with another half a dozen in application.

It has been 10 to 15 years since the last major players, the Yahoos, eBays, Amazons, and Googles of the world came online. With the abundance of information available today, a new cycle of breakthrough is on the horizon to further benefit billions of consumers.



**Dr. Leonard Kleinrock, Founder, Chairman and interim CEO**, a Father of the Internet, a recipient of the 2007 National Medal of Science presented by the U.S. President and Distinguished Professor of Computer Science at UCLA, is a renowned force in both academia and industry. He was the first President and Co-founder of Linkabit Corporation, the co-founder of Nomadix, Inc., and Founder and Chairman of TTI/Vanguard, an advanced technology forum organization.



**Dr. Yu Uny Cao, Founder and Chief Technology Officer**, combines search industry experience and academic research while working on the cutting edge of new search technology, evidenced by several acquired U.S. patents in search. After receiving his Ph.D. in Computer Science from UCLA, he worked for a reputable search engine company.



**Louise Falevsky, VP Business Development** is an experienced technical and business professional. Holding 2 patents in anti-spam filtering algorithms, she was formerly CTO of InspectorLOGIC in the UK.

# Website References

## **Platformation, Inc.**

<http://www.platformationinc.com/>

## **Dr. Leonard Kleinrock**

Distinguished Professor of Computer Science at UCLA

<http://www.lk.cs.ucla.edu/index.html>

CNN Birth of the Internet

<http://edition.cnn.com/2009/TECH/10/29/kleinrock.internet/index.html>

Dr. Kleinrock receiving the 2007 National Medal of Science from President George W. Bush

<http://www.life.com/gallery/48681/image/83049482#index/24>

## **The Trend For Saving**

CBS Money Watch

<http://moneywatch.bnet.com/search/?q=groceries>

Time Inc. Lifestyle Group Magazine- All You

<http://www.allyou.com/>

Suntrust Bank's Guide To Saving - Live Solid Network

<http://www.livesolid.com/en-US/index.jsp>

Fat Wallet – Nationwide deals site

<http://www.fatwallet.com/>

Organic Deals – Nationwide organic deals

<http://www.organicdeals.com/>

8 Coupons – National Site with the location of every deal

<http://www.8coupons.com/LA>

~~~~~

[www.savewithsavvy.com](http://www.savewithsavvy.com)

# Contact Information

For more information about SaveWithSavvy.com  
or to schedule an interview

**Email:**

info@savewithsavvy.com

**Call:**

Louise Falevsky  
(310) 982 7728

**Correspondence:**

439 South New Ave  
Monterey Park, CA 91755