

BOGOF Price Comparison - an iPhone app for the prudent shopper

"Buy 1 Get 1 Free", "Get 3 for the Price of 2", "Buy 3 for £20"... Comparing product prices can be tricky at the best of times, but all of the sales promotion techniques used by retailers makes it more difficult still. BOGOF Price Comparison, the new iPhone app from Moonswing, helps shoppers cut through all of the confusion and the complex calculations.

Recent reports by the Bank of England and the Office of Fair Trading in the UK have highlighted the fact that many of the multi-buy deals offered by retailers do not offer real value to shoppers. These multi-buy offers also make it far more difficult for shoppers to determine a product's 'unit price' (i.e. its cost per 100g, per kg, per litre, or any other unit of measurement). That's where BOGOF Price Comparison, the new iPhone app from Moonswing, comes in. It allows shoppers compare the costs of products - regardless of the pricing promotion being used to sell them - and quickly determine the one that offers the best value for money.

"BOGOF Price Comparison can handle all those promotional offers that retailers love to tempt customers with" says Moonswing founder Tom Tierney. "Whether you're in your local supermarket, shopping online or simply looking at ads in a newspaper, our app will allow you accurately gauge the relative prices of products and ensure that you always get the best possible deal. It's the easy way for the price conscious shopper to start saving money."

BOGOF Price Comparison's simple interface and attractive design allows detailed product information be entered in a very short time. The main screen is made up of two product areas and four 'Offer' buttons, each one corresponding to a popular sales promotion technique. Products can be measured in Units, by Volume and by Weight. If a comparison between two products is possible it will be performed automatically with the product offering the better value highlighted, along with detailed information on the relative prices of the products.

So, which is the better value buy? Three six-packs of 500ml beverages (costing £7.50 each) in a "Get 3 for the Price of 2" offer OR a crate of twenty 440ml beverages that costs £15? With BOGOF Price Comparison you'll have the answer, and be saving money, in seconds.

Pricing and Availability:

BOGOF Price Comparison 1.0 costs £0.69 and is available worldwide exclusively through the iTunes App Store in the Finance category.

###

BOGOF Price Comparison was selected as an App of the Day on TiPb.com on 21st October 2011.
<http://www.tipb.com/2011/10/21/updated-iphone-ipad-apps-friday-october-21/>

Moonswing is a limited company founded by Tom Tierney and located in Athlone, Ireland.

Moonswing's *Bet Settler* app for iPhone was described as "the most comprehensive betting tool there is" in the May 2011 issue of leading UK tech/gadget magazine T3.

Copyright (C) 2011 Moonswing Ltd. All Rights Reserved. Apple, iPhone and iTunes are registered trademarks of Apple Computer in the U.S. and/or other countries.

Moonswing Website: <http://www.moonswing.com>

BOGOF Price Comparison on iTunes:

<http://itunes.apple.com/gb/app/bogof-price-comparison/id472340188?mt=8>

BOGOF Price Comparison Press Kit: http://www.moonswing.com/pr/Bogof_PR.zip

