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IMMEDIATE PRESS RELEASE

Social Networking Meets Classified Ad—New Startup Company Helps Consumers Increase Purchasing Power

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--PORTLAND, OR--In these times consumers are looking for ways to maximize their purchasing power. A smart new start-up, swaggitsearch.com, uses the internet to help consumers find better deals. The website is based on the simple concept of bulk buying power. It uses the social networking ability of the internet to match individual consumers with other consumers who are in the market for the same thing. It works with any product or service where the price might be negotiable. And in this economy, that is an ever-expanding list from automobiles to household services.

Swaggitsearch.com is relatively simple and free. When users first visit, they are directed to choose the geographic region where they are located. From that point they can either search for an existing post that is within a certain distance from their location, or they can create their own post for a product or service. Once two or more users find each other, they communicate directly with each other from that point forward. According to co-founder Thomas Frank, "It's a mix between a social networking site and the classified ads."

The idea for swaggitsearch.com began when two friends realized they were in the market for a new car at the same time. They approached a dealership together and were able to negotiate a better deal than if they had done it separately. Swaggitsearch.com allows individual consumers to do the same thing, even if they are perfect strangers before the deal is made.

The company founders created swaggitsearch.com so individuals could take advantage of the same bulk discounts that companies and organizations have long enjoyed. Fellow co-founder Kevin Barton stated the company goal, "We want to become the central location for consumers to visit so they can maximize their purchasing power in order to obtain great deals."

The website name comes from the slang term "swaggit" which means "to snag a great deal." And with this free, easy to use service, consumers can now "swaggit" for their next big purchase.

For more information, contact info@swaggitsearch.com