

iStorez Launches Partnership with Westfield, Named 'Best Money Saving Tool'

By kazeon

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Sunnyvale, CA – Westfield, the chain of shopping centers across the United States, recently launched the 'fabfinds' National Shopper Savings Program. This program, powered by iStorez, helps customers find the best savings and deals available from retailers during each shopping trip. So, no matter how you shop – offline or online, iStorez ensures you have your say.

"We know everyone is busy and looking for ways to save time and money," says Alan Cohen, executive vice president of marketing and partnership marketing with Westfield adds. "Instituting fabfinds, along with the ability to use Westfield's online search tool, underscores our pledge to deliver the best value and best shopping experience available." fabfinds are powered by iStorez, <http://www.istorez.com>.

Unlike comparison and social shopping sites, iStorez gives consumers the ability to browse specials from hundreds of major brands and stores all at once, and all from one location. They can browse through store specials, deals, Shopping Guides and customize their own personal unique shopping malls, that gives shoppers instant access to only the stores and merchandise they care about, refreshed and updated every time they visit.

Wisebread.com, the community of personal finance bloggers with over a million page views per month, announced iStorez Inc as the winner of its "Best Money Saving Tools Award" award today. <http://www.wisebread.com/>

iStorez's innovative concept of offering its users the best money saving deals across 500 retail stores won the title from among a host of other websites. Announcing the awards, Will Chen, Founder of Wise Bread, said, "Thank you for providing a terrific money-saving resource for our readers." The results will be published in a new book, 10,001 Ways to Live Large on a Small Budget by Wise Bread to hit the stands on, May 18th.

Shopping should be fun, but it can be challenging in these difficult economic times. In an effort to capture what their consumers are looking for and to encourage user engagement, iStorez offers their services via popular the micro-blogging site, Twitter.

Here, visitors can enter the iStorez #iScored Twitter Contest to win great prizes. The contest has been quite a hit, with last week's winner taking home an elegantly gift-boxed 1.5-Carat Multi Sapphire 14K White Gold Pendant with Chain worth \$500 from Ice.com. For future giveaways simply follow @shop_iStorez and shoppers will receive great sale and contest updates.

About iStorez.com

iStorez is a brand new way to shop the major brands and stores. It provides a complete shopping experience online - mirroring the physical world with the visual Internet equivalent of shopping by store and theme. The team behind iStorez have a few things in common - they love specials and deals, but don't like having to hunt too hard for them. They love the big brands, but don't like paying full price. With varied tastes, they have come together to build iStorez. Their mission is introduce shoppers to a brand new online

shopping experience that's visually rich and just as fun as strolling through your favourite neighbourhood mall! Personal, social, viral: www.iStorez.com

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