

'What you Buy' contest on now

The holiday season is fast approaching and if you're unsure what to get everyone on your holiday gift list, you're not alone.

A new survey conducted by Canada's leading group-buying web companies, WagJag and Jaunt, reveal that 48 per cent of respondents are strapped for gift ideas as shoppers head into the final holiday push. The survey also shows that many are dreading the less than ideal holiday gifts they receive from those who don't know what to get. Nearly half of the respondents admit that gifting is part of their holiday shopping.

"With December here, many Canadians are feeling the pressure of finding a thoughtful gift with wow factor, and now more than ever we're looking to stretch our dollar to make it happen," said Cheryl MacLean, head of marketing at Torstar Digital. "2011 is shaping up

as the year of the 'barganista' holidays."

"Recent reports from Canadian financial institutions and industry watch-groups indicate that Canadians plan to spend less on holiday gifts this year compared with last year — but our new survey shows that although budgets may be smaller we're still hoping to bring joy to friends and family with thoughtful gifts."

Good and bad gifts by the numbers:

- 70 per cent of respondents who plan on spending less on gifts this holiday season say it's because they have less money to spend.

- 48 per cent of respondents are short of gift ideas for those on their holiday list this year.

- 44 per cent of respondents have received what they consider to be a terrible holiday gift — the same percentage is re-gifter's.

- 47 per cent of respondents would prefer money than a bad gift.

- Over 40 per cent of respondents prefer nothing or just well wishes to a bad gift.

- 34 per cent of respondents put a gift certificate on the top of their list so they can do their own shopping.

Every purchase made through WagJag and Jaunt from now until Christmas Day, enters customers into the What You Buy contest. The grand prizewinner receives the value of WagJag deals they purchased during the contest. Each gift voucher bought during the contest provides a new entry, providing consumers with the biggest holiday gift list more chances to win the cash value of their purchases.

Full contest rules are available at www.wagjag.com/holidayshoppe.

Thank you to all who entered our

KNOW THE SIGNS CONTEST

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No purchase necessary. Contest open to Ontario residents 18 years of age or older. Odds of winning depend on the number and number of eligible entries received. One (1) grand prize will be awarded. Approximate retail value of the grand prize is \$1,000 CAD. Contest opens January 31 at 12:00AM EST. To enter and for complete contest rules visit winefox.ca/signupcontestrules.

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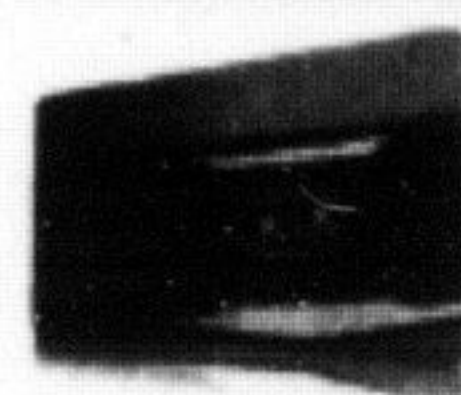
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