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Consumer advice search engine launched

Sydney — Wednesday, May 21, 2008. Rbate has launched a search engine that lets consumers find the most highly regarded experts and material that can help them choose the right product.

“There are many services that help consumers find someone who can sell them a particular product at a good price,” said Rbate Managing Director Mark James. “But often consumers first want to find media and services that can help them select the most suitable product. Such help has been hard to find and digest, making comparison shopping a frustrating experience that usually ends in a leap of faith.”

The unique features of Rbate's search engine are its method of ranking search results, and the precision with which searchers can specify the types of help they are looking for.

Each search result describes a professionally-created or professionally-edited work or service that offers product information, reviews, recommendations, demonstrations, test-drives, samples, or a complete purchasing service. No advertising is displayed.

Professional providers of consumer advice, including full-service retailers and aggregators of consumer-written reviews, are able to list their works and services in the search index. Rbate will label its purchasing help search engine as a beta test until a broad range of help sources are indexed.

Rbate's search engine ranks advice sources according to how helpful each has been to product purchasers. Purchasers cite the works and services they found helpful when they use *Rbate.com* to claim a rebate from the product's maker. This makes it hard for help providers to manipulate their search rankings.

Rbate also uses purchaser citations to distribute cash bonuses that product makers offer to organizations that help buyers of certain products. Rbate expects bonus income to fund new types of consumer advice services that do not charge users, accept advertising, or sell products.

Rbate's purchasing help search engine can be found on Rbate.com.

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