



For Immediate Release

**Canadian Online Shoppers Don't Need to be Frustrated This Holiday Season**

*New website launches an online community and comprehensive shopping guide for the style-conscious Canadian shopping for Fashion, Home and Beauty products on the web*

**Toronto, Ontario, October 24, 2007** – Every year it's the same thing for Canadians looking to purchase holiday gifts online: wading through search results full of US online retailers who may or may not ship to Canada. Most shoppers get so frustrated that in the end, they give up and reluctantly head to their local mall to fight the crowds. The solution: Swishlist.ca, a stylish online shopping guide and daily blog that opened its virtual doors on September 14<sup>th</sup>, 2007. With a growing directory of over 400 online retailers that ship to Canada, all rated for content and usability, Swishlist advises readers on where to shop on the web to get the latest looks in Fashion, Home and Beauty.

When founder Lynne McEachern moved back to Canada after living internationally for 7 years, she found shopping online a frustrating experience. From the high costs of shipping, customs and returns to the sheer lack of choice available to Canadians, she felt handicapped when it came to sourcing the latest trends from magazines or buying gifts for friends and family. Lynne drew upon her background in retail and e-commerce to develop a smart online shopping guide concentrating on Fashion, Home and Beauty to help Canadian consumers navigate the multitude of retailers on the Internet.

Swishlist.ca has been designed to not only maintain a comprehensive listing of online retailers that ship to Canadians, but to arm Canadian shoppers with the information they need before making a purchase; information on currency, language, returns, customs charges, shipping costs and location of the website. In addition, Swishlist provides a community for shoppers to share comments and experiences and it improves decision-making by linking retailer listings to internal and external reviews. Most importantly, the site offers readers a ready indicator of the quality of the shopping experience they can expect as a Canadian with a 5-star rating system.

"The rating system is based on the combination of my personal taste and the site's usability for Canadians," McEachern says. "Many of the reader voting systems out there give a skewed view of what websites are actually worth visiting. By the time shoppers click-through to a few substandard sites they get frustrated and lose interest. My aim is to become a trusted advisor to Canadians on where to shop online." She further states, "With the lack of information and options, it's no wonder that only 40% of Canadian online consumers actually make purchases online with any regularity, compared with upwards of 60% in the US. Now that our dollar is worth more than the US dollar, we are at a critical point this holiday season for Canadian online shopping to really take off. Swishlist.ca is trying to form a community to help make that happen."

**About Swishlist**

Swishlist.ca is an online community and shopping guide for Canadians shopping for Fashion, Home and Beauty on the web. With over 400 websites in the guide and growing, Swishlist is the trusted advisor on the latest style trends and where to source them online. To find out more please visit [www.swishlist.ca](http://www.swishlist.ca).

**For additional information please contact Lynne McEachern at 416.616.0762 or [lynn@swishlist.com](mailto:lynn@swishlist.com).**