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Get paid to shop? New way of online shopping is creating a buzz

Cashback Web sites offer consumers something totally new—getting paid to shop online. One such site defies established business models and caters to cash-strapped consumers

Tempe, Ariz.---November 23, 2009---It's that time of year again—shopping season is upon us. AbsoluteSteal.com offers consumers cash back when they shop with over 2500 retailers, which is good news for cash-strapped shoppers in a tight economy.

AbsoluteSteal.com funnels commissions from online retail partners back to the shopper as cashback earnings. And the savings are substantial—up to 30% earned at online stores like Old Navy, Best Buy and Barnes & Noble.

The site provides clear-cut instructions on how it works—simply go to AbsoluteSteal.com, click on any of the thousands of online stores to shop with, receive cashback credit with purchases through AbsoluteSteal.com, accumulate earnings, and then request payment. The site also provides tutorials for getting started, including one teaching the consumer how to create a Custom Mall.

“We look at ourselves as more of a buyer’s cooperative than a traditional shopping site,” said Dean Thomas, founder and CEO of AbsoluteSteal.com “Our philosophy is to empower the individual, and that turns most business models right on their heads.”

Traditional cashback sites are paid commissions by online vendors or shops for sending a purchaser to them. They then refund back to the purchaser a percentage of that commission, usually 50%. The concept works well—so well in fact, that Microsoft has entered the game with a cash back site of its own.

Where AbsoluteSteal differs is that it refunds 100% of the cashback earnings to the consumer, something that no other cashback site does, and it offers online discount coupons that can sometimes equate to a larger discount than even the cash back does.

Most families are looking for savings this holiday season, and AbsoluteSteal.com has provided a logical way for them to maximize those savings. By shopping with retailers they would have used for purchases anyway, consumers can earn cash back and have some peace of mind this year.

Based in Tempe, Ariz., AbsoluteSteal is the newest addition to the “Absolute Family” of businesses originally formed in 1999. For more information, visit <http://www.AbsoluteSteal.com>.

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