

Brazilian Classified Portal ZAP Adds Comparison Shopping Tool

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Brazilian shop portal ZAP and BuscaPé, a price comparison site from Brazil, are joining forces in a venture called ZAP Shopping, which they promise will be one of the most complete shopping portals in the Brazilian Internet.

BuscaPé should provide the search tool and a wide selection of new products and price comparisons. The main goal of the new effort is to complement ZAP's offer of services, providing an interface between ZAP, its current offerings (property, vehicles, jobs and products) and the service of Latin America's largest price comparison site.

"Once again, BuscaPé has developed a customized tool to offer ZAP's users an efficient search for online shopping prices and products. The partnership with ZAP will help the large number of consumers who access the site looking for the best offers," says Romero Rodrigues, CEO and Founder of BuscaPé.

Games, household appliances and electronic products, CDs and DVDs, books and also products for the home and decoration, sports and hobbies, photography, computing, fashion and accessories and telephony, among others, comprise a catalogue of products for the user, which is divided by filters. It will also allow ZAP users to sell used products through the integration with BuscaPé.

"This partnership was created to integrate and supply a complete e-commerce service in a modern and efficient example of cross service between the two portals. ZAP, which is already a benchmark in the verticals in which operates, now is also aiming to be the best tool for seeking products and services and price comparison on the Internet," says Andre Molinari, Director General of ZAP.

BuscaPé is the creator of a product search and price research service since June 1999. The BuscaPé group is made up of media companies focused on the Latin American e-commerce purchase decision process. The site according to its owners receives more than 30 million hits every month and is present in 28 countries.

Launched in 2006, ZAP has four channels: property, vehicles, jobs and mix. The site is part of Grupo Estado and Globo, two Brazilian media empires, the former based in São Paulo, the latter in Rio de Janeiro.

Service

Zap

www.zap.com.br

BuscaPé

www.buscapede.com.br