

## **Ajaxo, Inc. Uses Technology to Help American Families Cope With the Financial Crisis**

SAN JOSE, CA--(Marketwire - December 10, 2009) - Launched in mid-September 2009 as part of Ajaxo's "Search, Compare, and Save" initiative, Ajaxo.com has now expanded its coverage to include over 38,000 physical stores in 5,000 cities and 10,000 zip codes.

Ajaxo.com is a search engine that provides pricing and detailed information on groceries, retail products, and local business services. Additionally, Ajaxo offers a cloud service to retailers to maintain and publish specials and offerings in real time.

Using the Internet as a channel for price comparison is not new. The dynamic nature of perishable groceries and weekly circulars has created an extra dimension. Ajaxo's technology enables the aggregation of information with minimal latency between the source and the consumer. Consumers can access up-to-date specials and promotions from grocery and retail chains including Safeway, Kroger, Target, CVS, Walgreens, A&P, Pathmark, Big 5, Food Emporium, Fry's Electronics, Giant, Lucky, PW Market, Ralph's, Waldbaums, Costco, Stop & Shop, Smart & Final, Shop Rite, and more via wired Internet and wireless Internet-ready devices such as the Apple iPhone and smartphones.

"Coping with double-digit unemployment and today's economy, many families are struggling to save money," said Connie Chun, Director of Marketing. "There's been a lot of local news coverage about people turning to food banks for assistance. If I give you a fish, I feed you for a day. If I teach you how to fish, I feed you for life. Ajaxo.com provides consumers the information and tools necessary to shop and save, helping families save millions from coast to coast. We have shown that even in the San Francisco Bay Area, a region with a high cost of living, using Ajaxo.com one can find fresh produce and meat to create a fulfilling and nutritious meal for a family of four for \$4.00 without turning to processed foods. The average family of four can save upwards of 40% each week -- without using coupons." To see how this was accomplished, visit:

<http://www.ajaxo.com/>

### About Ajaxo

Ajaxo is a technology company that designs and implements simple to use software platforms in Linux and JAVA for both wired and wireless Internet applications. Ajaxo.com's search engine is powered by Ajaxo's flagship technology platforms -- DOLFIN and Ajaxo Smart Agent.

Logos and trademarks mentioned here are logos and trademarks of their respective owners.

For more information, contact:

Connie Chun

408-298-1021 ext 12