

## **Shopping.com Shares Up 52 Pct in Debut**

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NEW YORK (Reuters) - Shares of Shopping.com (SHOP.O: [Quote](#), [Profile](#), [Research](#)) jumped as much as 52 percent in their market debut on Tuesday after the company's initial public offering priced at the top of its expected range.

The stock, which priced at \$18 per share, rose to \$27.40, up \$9.40 or 52 percent on the Nasdaq.

The IPO of 6.87 million shares was originally expected to price between \$14 and \$16 per share, but on Monday the company raised the range to \$16 to \$18 per share.

Based in Israel, Shopping.com is a free, online comparison shopping service, enabling consumers to compare products, prices, and stores and to purchase items from online merchants.

The company generates revenue from referral fees paid by merchants and other listings providers who receive customers from Shopping.com's Web sites.

Shopping.com's competitors include NexTag.com and BizRate.com.

In addition, Internet media and search company Yahoo Inc. (YHOO.O: [Quote](#), [Profile](#), [Research](#)) earlier this year bought Kelkoo, Europe's leading comparison-shopping engine, and Web-search leader Google Inc. (GOOG.O: [Quote](#), [Profile](#), [Research](#)) is testing a comparison-shopping site called Froogle.

As more and more shoppers start the Web purchase process with a visit to a price-comparison engine, analysts are beginning to say such sites may pose a threat to established Internet retailers like Amazon.com (AMZN.O: [Quote](#), [Profile](#), [Research](#)), which partners with companies like Shopping.com and NexTag.

Industry players also expect NexTag to make a run at an IPO, something company executives in the past have said they are considering.

"I think we'd be a strong IPO candidate in the next six months," said Gary Little, general partner at Morgenthaler Ventures, the venture capital firm that funded NexTag.

The deal's underwriters were led by Goldman Sachs & Co. and Credit Suisse First Boston.