

## **OZtion Analyses Top 3 Australian Online Shopping Categories for Christmas**

**Nov 23 2005** - OZtion, Australia's second largest online auction site ([www.oztion.com.au](http://www.oztion.com.au)), today predicted that their top 3 Australian online shopping categories for Christmas 2005 will be Remote Controlled Toys, Fragrances, and Wines.

The prediction is based on the analysis of their online auctions in the run-up to Christmas, and the online shopping patterns of the more than 100,000 monthly visitors to the award winning [www.oztion.com.au](http://www.oztion.com.au) website.

Philip Druce, General Manager for OZtion commented, "We expect iPods and other MP3 players to do well this Christmas, but the hottest online shopping bargains this Christmas are in remote control toys, fragrances and wines. Christmas is all about giving – so give up driving around town for that elusive Christmas bargain. Have Santa deliver your Christmas bargains by shopping with [www.oztion.com.au](http://www.oztion.com.au)."

OZtion has also just announced a Christmas bonus for their membership referral scheme. Membership of OZtion is free. Any OZtion member can invite a friend to take up free OZtion membership, and receive \$0.50 for each new person that joins using their referral number before 31st December 2005. Full details can be found at [www.oztion.com.au](http://www.oztion.com.au).

This Christmas at OZtion, an enormous remote control racing car (70cms X 30cms) featuring inbuilt MP3 player functionality is expected to be the hottest item in the Remote Control Toy category. The perfect boy's toy, it has inbuilt speakers that can play music from your iPod while racing around. Packaging includes batteries, charger and remote, with a starting price of \$40 plus postage.

The Fragrance category at OZtion features hundreds of genuine brand name fragrances discounted by 10% - 40% off recommended retail prices.

Perfumes are easily found by brand name, or by typing the name into the search box of [www.oztion.com.au](http://www.oztion.com.au). One of the most popular fragrances on OZtion this Christmas is Curious by Britney Spears 100ml – starting from \$70 + postage – a saving of 35% off the typical retail price.

Cleanskin wines are enormously popular with bargain hunters visiting OZtion's Wine category. Bargain hunters looking to entertain over the holiday season are able to snap up top quality imported French sparkling wine from \$70 + postage for 12 bottles – a typical saving of 50% over what you would pay at your local bottle shop.

### **About OZtion**

OZtion is an Australian online auction site, based on unique Australian designed and developed technology. Based in Melbourne, OZtion has grown enormously in 2005 to become the 2nd largest Australian online auction site.