

ONLINE SWAPPING UP 50% FOR A CREDIT CRUNCHING CHRISTMAS

Submitted by: 10 Yetis PR and Marketing

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It seems Santa's sack has shrunk this year as online swapping (<http://www.Swapz.co.uk>) grows by 50% on last year in the weeks running up to Christmas, according to the UK's leading direct swapping website.

The UK's leading direct swap website (<http://www.Swapz.co.uk>) always sees a huge increase in online swapping after Christmas, as Brits trade in their unwanted reindeer jumpers and Santa socks for something they actually want.

This year has seen a dramatic change and as the credit crunch bites through Christmas shoppers' wallets, online swapping has grown by 50% in an attempt to save money on Christmas presents in the approach to Xmas; a time that usually sees a slump in online swapping.

www.Swapz.co.uk is experiencing their busiest run up to Christmas ever as Xmas shoppers' save a fortune on their Christmas shopping; swapping their unwanted belongings for something they can wrap up for friends and family.

The most popular search on [Swapz.co.uk](http://www.Swapz.co.uk) for the weeks running up to Christmas has been for PC & Video Gaming, and as Xbox's, Wii's and PlayStation 3's become increasingly popular with kids, parents are looking for a cheaper alternative to buying new games and consoles to avoid the look of disappointment on their children's faces.

Other popular searches leading to a 50% increase in swaps this festive season have included Computing, DVDs, Home and Garden but there has also been a huge increase in the amount of people trying to swap their car before Christmas, in the hope of trading them in for some Christmas presents for the family.

Paul Kay, Managing Director of [Swapz.co.uk](http://www.Swapz.co.uk) comments on the huge increase in swaps over the last few weeks;

"There is so much pressure on parents in particular to buy their children everything they have asked for this Christmas and with the economic climate the way it is it's no wonder so many people are turning to [Swapz](http://www.Swapz.co.uk) to find those perfect gifts!

"Let's just hope that all these swapped presents don't end up back on the site in the New Year!"

ENDS

Further information about [Swapz](http://www.Swapz.co.uk):

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Note to Editors:

About Swapz.co.uk:

Swapz.co.uk launched in July 2004

Swapz.co.uk is the unique direct swap website, where thousands of people are swapping thousands of items everyday – anything can be swapped, including cars, furniture and houses.