



Frugalites Launch Student Focused Free Local Marketplace

TheFrugal, December 06, 2006

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Establishes local student communities to buy, sell, exchange, share, socialize; A free marketplace for students.

PR9.NET December 06, 2006 - Troy, NY – TheFrugal.com has launched a new free online marketplace for students living on tight budgets. The site will provide better resources to facilitate transactions between fellow students, whether it is trading books or offering tutoring services to selling their old 1GB iPod or finding college roommates. This innovative trading platform emphasizes on building local communities by collaboration and trading goods and services.

The company is co-founded by two young entrepreneurs, Anuj Goel and Akshat Jain. They created TheFrugal.com concept to address the specific needs of over 14 million students living in or around college campuses. This student population is constantly churning at the rate of 20-25% every year. Every year new students join colleges as well as graduate from colleges.

Anuj Goel, Co-Founder and Rensselaer Polytechnic Institute (RPI) graduate student said "what sets us apart is our focus on the grass root drive to create local student communities. Over 90% of the student trading is local in nature. TheFrugal.com will help student interact with fellow students face-to-face and in a socially responsible and ethical manner while trading their stuff they don't need or have outgrown." He added.

TheFrugal offers a platform to not only connect student buyers and sellers locally but also build communities through its proprietary "search in domain" feature. The goal is to eliminate any transaction cost such as membership fees and shipping costs. This coupled with ability to see local business listings as well as share reviews on forum will enhance the community drive.

The company is looking to engage more Frugalites to help take this movement nationally. TheFrugal is seeking college students to contribute towards localized content as well as promote the growing Web 2.0 oriented site to other colleges around the country.

TheFrugal.com will be launched on Sunday, December 14, 2006. The launch was announced last week. TheFrugal.com has made a few screen shots available for preview.

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About TheFrugal

TheFrugal.com is a free online marketplace focused on serving student community. Founded by two young entrepreneurs, the company is utilizing Web 2.0 technology to create a forum for student to trade goods and services locally. Students live a lifestyle where every penny counts. TheFrugal.com is built to provide an easy access to a marketplace that understands their specific needs of buying things they need cheaply without any transaction cost and sell their services to local fellow students. Key contributors in this endeavor are the Frugalites who are young, dynamic, and passionate. The company is engaging Frugalites in each student community to make it as part of their every day life. To learn more about TheFrugal.com visit www.thefrugal.com.

Website: <http://www.thefrugal.com>

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