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The latest version of *Shop Ethical!* hits the app store with updated content, new features and a fresh new look.

Your dollar is your vote - make it count.

Get the low-down on the environmental and social record of companies behind common brand names. Shop at the supermarket with a clear conscience!

The most popular digital guide to ethical shopping in Australia, *Shop Ethical!* has been completely redesigned to provide consumers with the easiest way to make informed purchasing decisions.

The latest app features the latest data from the Ethical Consumer Guide, a fresh new look, and a new 'favourites' feature that allows consumers to easily add brands to their favourites list for quick lookup while in the supermarket.

With over 8,000 downloads already and 70,000 copies of the printed guide already in the hands of Australian consumers, the iPhone app is sure to be a hit.

With *Shop Ethical!* for iPhone users can:

- Easily find favourite products and learn how ethical the companies behind them are.
- Add preferred brands and companies to a favourites list and get quick access to them when shopping.
- Discover ethical alternatives that are worthy of their hard earned dollars.
- Take action by easily contacting companies via web, email or phone.
- Use Facebook and Twitter to post information about products

The *Shop Ethical!* app provides consumers instant access to over 2,800 products with related company information and lets them make an informed and ethical decision whenever they shop. This years edition also includes an Alcohol and Office Supplies category.

By shopping ethically consumers can send a strong message for change and help support the practices that make our world a better place to live in.

The *Shop Ethical!* app uses data from the Ethical Shopping Guide 2011 edition and is based on assessments gathered from over 25 sources including the work of organisations such as Greenpeace, Choose Cruelty Free, Reputex, Responsible Shopper and Friends of the Earth.

Shop Ethical! app is available for \$3.99 from the iTunes App Store. More info at outware.com.au/shopethical

Shop Ethical! is a collaboration between the Ethical Consumer Group and Outware Mobile.

About Ethical Consumer Group

The Ethical Consumer Group is a community based, not-for-profit network set up to help facilitate more sustainable purchasing practices for the everyday consumer. More information at www.ethical.org.au

About Outware Mobile

Outware Mobile is an Australian company that specialises in mobile application strategy, design & development for iPhone, iPad, Android and Windows Mobile smartphones. More information at www.outware.com.au

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Choose from over 2,800 different products by browsing or searching.

Quickly identify which brands are ethically sound.



Take action with a single tap.



Get information on shopping ethically and industry alerts.