

Retailers Added to iPhone Shopping Application

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NEW YORK — ReachEverywhere here has added weekly flyers from Meijer, Target, Walgreen and other retailers to its Shopper iPhone application, which searches local stores for relevant specials.

The application allows shoppers to input their zip code to find the five closest stores and then updates their personal shopping list with local deals for items on the list. The system also includes nutritional ratings for grocery items from Guiding Stars and manages the individual aisle order/layout and pricing of different grocery stores.

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http://supermarketnews.com/news/iphone_app_1105/index.html