

FOR IMMEDIATE RELEASE

LogBuy - Press Release – 2 November 2005

Bringing additional value to membership

LONDON — November 2, 2005 — LogBuy today announced the launch of 'Member Benefits' a new outsourced benefits solution, providing Associations and Membership Organisations with additional value to their membership offering in an easy, cost-effective solution.

LogBuy specialises in negotiating deals and in the development and execution of benefits programmes to large groups of individuals and businesses. LogBuy aggregates the spend of these large groups, to negotiate sizeable discounts on a range of products and services.

"Having met and discussed with a large number of Associations in the UK, we noticed a clear gap in the market; many have faced a whole variety of issues with their member affinity deals. The main issues being "lack of time", "lack of resources" as well as "non-core business activity". Based on our own experience and expertise in managing benefits for over 500,000 individuals, we have developed a solution that solves exactly these problems faced by Associations today." says David Wall, Managing Director, LogBuy.

LogBuy manages the websites and the supplier negotiations, adding new suppliers and Special Offers on a frequent basis; encouraging uptake of deals, bringing frequency to the Association's website and adding value and further satisfaction to membership. LogBuy focuses on leading branded suppliers that deliver excellent quality combined with exceptional value; suppliers include Shell, Europcar, Business Post, Apple Store and many more.

LogBuy welcomes 3 trade associations as new customers to the solution; Professional Photography Association - SWPP & BPPA, The Guild of Professional Videographers and The Association for Medical Secretaries, Practice Managers, Administrators and Receptionists (AMSPAR), strengthening LogBuy's position to become the leading supplier of Benefits solutions across Europe.

AMSPAR has chosen the standard 'Member Benefits' model to add additional benefit to their membership package. Michael Fiennes, Communications Manager for AMSPAR says: "We were really impressed with the solution. We can now offer our members discounts from some of the leading brands in the country. The time and money that we will save by outsourcing this function to LogBuy is huge and will allow us to focus on our core business of running the Association; promoting quality and supporting standards of excellence within the healthcare arena."

About LogBuy Ltd

Founded in Denmark in 2002, LogBuy was launched to the UK market in 2005. LogBuy now runs a number of programmes, including Small Business Benefits, Employee Benefits, Loyalty Benefits and Member Benefits. To date LogBuy successfully manages benefits for over 500,000 individuals and businesses across Europe.

ENDS/

For further editorial information contact:

Karina Thomsen, Marketing Director, LogBuy. Tel: 0870 6091505, Mob: 07717 570745, <mailto:ktw@logbuy.co.uk>

Password access to the member site and image files for LogBuy and its suppliers are available on request at <mailto:pr@logbuy.co.uk> For further information on LogBuy please visit <http://www.logbuy.co.uk> or www.memberbenefits.co.uk