

FOR IMMEDIATE RELEASE

LogBuy - Press Release – 27th June 2006

LogBuy celebrates 50,000 members at B2B London!

LONDON — June, 27 2006 — At B2B London, LogBuy celebrates 50,000 members to its unique portal that provides small businesses with the purchasing power of a large corporation and offers members' discounts & deals off a range of leading branded suppliers for business!

David Wall, Managing Director of LogBuy UK comments:

"The past 3 months have proved very exciting for LogBuy in the UK since we celebrated our 1st Anniversary. Our momentum is really starting to build now and the results speak for themselves. Not only have we reached a key milestone of 50,000 members now having access to our sites, we have launched some of the leading B2B supplier deals in the UK market, inc. HP Store, Laithwaites for Business, EDF & Atradius! The quality of suppliers that we are attracting, ensures that our portal & "one stop shop" for small businesses is truly unique."

"What's more, we are pleased to announce at B2B London the launch of 5 brand new supplier deals soon to go live to members; including an exclusive deal with Viking Direct, RAC, Jessops, Bank of Scotland Merchant Services and Targus. We are now well on our way to reach our goal of over 100,000 small businesses accessing the sites by the end of the year, as well as 50 leading B2B supplier deals."

Recent research from Visa Europe (undertaken by Datamonitor) supports this trend that LogBuy is witnessing. At least 80% of all businesses spend more time shopping around for better deals than two years ago. Well over half of businesses believe the online option makes it easier for their businesses to shop around, and to save money in the process¹.

LogBuy Member, Sloan Hickman from Sloan Consultants based in London has recently taken up the Apple Store deal. *"LogBuy is a great concept that has saved our business hundreds of pounds already. Recently we were able to upgrade to 160Gb hard drives to perform our weekly mirror back-ups, so when the inevitable (theft) happens we can just re-boot on a new machine and we're back in business. We were able to save 18% through the fantastic discount with LogBuy. Peace of mind at an affordable price."* (www.sloanconsultants.com).

About LogBuy ~ The Business Discount Club – Stand 212 @ B2B London

LogBuy ~ The Business Discount Club is a unique portal for small businesses nationwide. Currently with free trial membership, small businesses under 50 employees can benefit from negotiated discounts on their business supplies and services. LogBuy aggregates the spend of small businesses nationwide to negotiate the deals, offering members the purchasing power of a large corporate. LogBuy focuses on leading branded suppliers that deliver excellent quality combined with exceptional value; suppliers to date include HP, RAC, Europcar, Business Post, Apple Store and many more. LogBuy's base of suppliers will grow to 50 suppliers by the end of 2006.

¹ Visa's research into the 'Every Day Purchasing Habits of UK Businesses' was undertaken by Datamonitor between January and March 2006. 360 respondents were interviewed across small, medium and large businesses. A wide range of industries were represented. Press release included within this Press Pack.

About LogBuy

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

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