

**FOR IMMEDIATE RELEASE**

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LogBuy - Press Release – 28<sup>th</sup> March 2006

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**LogBuy UK celebrates its 1<sup>st</sup> Anniversary & launches 5 key suppliers**

LONDON – 28<sup>th</sup> March, 2006.

This March LogBuy UK, the free-to-join business discount club, celebrates its first anniversary and launches five new suppliers together with a brand new website for its members.

Since its launch, LogBuy's unique model for small businesses has grown to a member base of over 18,000 and 30 supplier deals.

Its five new suppliers, which add to the growing portfolio include: HP, Lloyds TSB Commercial Finance, London Energy, Laithwaites for Business and Atradius.

These suppliers join an established base of leading suppliers for business including: Shell, Business Post, Regus, Apple Store, Europcar, BTI and Neopost.

"It's a great milestone for us to have achieved 30 exclusive supplier deals and 18,000 members within a year. Not only are we attracting a large number of small businesses to the model who are looking for a better deal, we are attracting some of the UK's leading B2B suppliers who are keen to build their small business customer base nationwide," said David Wall, Managing Director, LogBuy.

He added, "This year will prove to be a great year for us as we replicate the success we've seen in Denmark and build our base to 100,000 members and 50 supplier deals."

As businesses focus on driving sales, it's easy to forget what a powerful impact purchasing has on bottom-line profits. For many businesses, a 1% cut in costs can have the same impact on profit as a 10% increase in sales! And with 10-15% of SMEs annual turnover being spent on non-core products and services, it's clearly an area that shouldn't be ignored. With LogBuy, small businesses now have an easy route that always ensure they get the best deal as well as keep in control of their purchasing.

Its brand new website for members allows much more functionality and has easy access to the supplier deals and monthly special offers, including dedicated supplier websites with the negotiated prices preloaded.

**ENDS**

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**Notes to editors:**

**About LogBuy ~ The Business Discount Club**

LogBuy ~ The Business Discount Club is a unique portal for small businesses nationwide. With free membership, small businesses under 50 employees can benefit from negotiated

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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 Shell, HP, Lloyds TSB Commercial Finance, Business Post and many more. LogBuy's base of suppliers will grow to 50 suppliers by the end of 2006.

#### **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 now runs a number of programmes, including LogBuy ~ The Business Discount Club, Employee Benefits, Loyalty Benefits and Member Benefits. To date LogBuy successfully manages benefits for over 500,000 individuals and businesses across Europe.

#### **Executive profiles:**

##### **David Wall, Managing Director.**

He joins from Boehringer Ingelheim, the world's largest privately owned pharmaceutical company and was responsible for the development and sales training of a 400 strong field force. David has a background in sales management, sales training and CRM.

##### **Karina Thomsen, Marketing Director.**

She joins from Apple Computers responsible for Apple's Marketing Communications in the UK and Ireland launching both iPod and the iTunes Music Store. Karina's background is in branding, marketing and communications.

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