

FOR IMMEDIATE RELEASE

LogBuy - Press Release – 15th March 2007

LogBuy celebrates second anniversary with 250,000 businesses!

March, 15 2007 – LogBuy celebrates a key milestone and has experienced another year of UK success. It has been an unstoppable period of growth: with record levels of new members, the highest ever recorded visitors to their unique web portal and expanding an already immensely strong portfolio of industry leading supplier brands; recently adding Bank of Scotland, Esso, npower and Viking Direct - LogBuy's third year is set to be the most triumphant yet.

This achievement is reflected in more small businesses than ever being able to experience firsthand the purchasing power of a large corporation and offers members' discounts and deals off a range of leading branded suppliers for business! Featuring in the region of 50 product and service benefits for businesses and 20 employee deals – there is something to benefit every business, regardless of industry.

The recent launches of specialist loyalty solutions specifically tailored for well known stationery supplier Viking Direct and the British Chamber of Commerce have enabled LogBuy to significantly raise their national profile even further – meaning that they are well on their way to reaching the target of negotiating deals on behalf of 750,000 businesses by the end of 2007– it seems that the sky's the limit for LogBuy!

Many businesses have gained from the string of benefits available from LogBuy; a recent testimonial from a member, Templecoombe, who report savings of over £500* with just one purchase when buying five HP computers – saving £100 each! With such huge savings to be made and without the need to shop around; this is proof that there is something to benefit every business with LogBuy!

David Wall, Managing Director of LogBuy UK comments:

"This has been another great year for LogBuy in the UK. Gaining more members and partner associations as well as launching more and better exclusive deals and discounts through leading brands means we really can further promote our commitment to enabling small and medium businesses to have greater buying power, at the smallest cost to date".

"With the recent launch of a range of 'employee benefits' there is no end to the advantages LogBuy can offer it's members and their employees in the future – it means we can deliver real results for SME's in all industries across the board. Alongside this, we have some exciting plans for LogBuy and are looking forward to an even more successful year of business in 2007- and beyond".

With expansive plans for 2007, LogBuy are planning to allow more small businesses than ever to access the unique business benefits only available through LogBuy as well as introduce more monthly special offers designed to benefit members and their businesses yet further.

* Compared to their local retailer

About 'LogBuy - Business Benefits'

Business Benefits has been developed for businesses with between 1 to 50 employees. LogBuy aggregates the spend of large groups of businesses and negotiates sizeable discounts on a range of products and services for both the business and their employees (as a voluntary Employee benefit). Pricing for annual membership begins at £55 per annum (for 0 to 10 employees) and on average, business with less than 5 employees would be expected to save a min £2,000 a year, if they took up just 3 deals.

About LogBuy

Founded in Denmark in 2002, LogBuy is a very fast growing business specialising in the management and negotiation of Benefits within the Business and Loyalty markets. In March 2005 LogBuy was launched in the UK and since launch has grown to provide Benefits for Small Businesses, Trade Associations & Membership Organisations nationwide, as well as developing a number of unique loyalty solutions for leading companies inc. British Chamber of Commerce and Viking Direct . Today, the LogBuy provides Benefits for over 5 million individuals and 250,000 businesses across the UK.

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