

FOR IMMEDIATE RELEASE

LogBuy - Press Release –1st November 2007

Come and meet LogBuy at the TA Exchange Forum on the 6th November!

For the third year running LogBuy will be attending the TA Exchange Forum on the 6th November at the CBI Conference Centre, London. The TA Exchange is a highly successful networking event which brings together the UK's leading trade association's top executives to discuss best practice and collaboration opportunities.

LogBuy are a key sponsor of the exchange and will also be exhibiting throughout the day. David Wall, Managing Director of LogBuy UK will also be hosting a workshop at the event discussing affinity benefit programmes.

David Wall, Managing Director of LogBuy UK comments:

"The TA Exchange Forum provides the perfect platform for Trade Associations to discuss and share best practice ideas and we are once again delighted to be both sponsoring and exhibiting at the event. 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 trade associations enabling their members to have greater buying power, at a low investment."

It has been an unstoppable period of growth for the company with 11 new business wins over the last few months including The Beverage Services Association, The National Federation of Glaziers and The Association of Reflexologists to add to the compendium which LogBuy already have. LogBuy are now responsible for providing member benefits for over 35 Trade Associations throughout the UK enabling more small businesses than ever to experience the buying power only ever previously experienced by large corporates.

About TAF

The TAF Exchange 2007 is hosted by The Trade Association Forum. The Forum encourages the development and sharing of best practice among UK trade associations and promotes the role of effective trade associations to government, industry and the wider public.

For further information about The TAF Exchange please visit <http://www.taexchange.org/>

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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. Viking Direct. Today, LogBuy provides Benefits for over 250,000 businesses across the UK.

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