

FOR IMMEDIATE RELEASE

LogBuy - Press Release – 19th September 2007, London

LogBuy celebrates 11 new association customers at MEMBERS!

Today, at the MEMBERS event in London, LogBuy celebrates 11 new business wins that it has gained over the past 2 months including Pet Care Trust, The Textile Services Association, The British Plastic Federation and The Institute of Carpenters to name just a few! A champagne reception is being held at the LogBuy stand at MEMBERS for customers and associations to celebrate LogBuy's success to date, including that LogBuy is now responsible for providing member benefits to over 30 Associations throughout the UK!

It has been an unstoppable period of growth for LogBuy with over 60 discounts and deals now available on a range of leading brand products and services designed to suit members of any association, in any industry.

David Wall, Managing Director of LogBuy, UK comments:

"It is proving to be another great year for LogBuy in the UK. Gaining more members and partner associations, as well as launching a further range of highly competitive supplier deals, demonstrates our commitment to providing trade associations with a key retention and recruitment tool, as well as equipping their members with greater buying power and an excellent user experience."

"With the recent launch of a range of 'lifestyle benefits' there is no end to the advantages LogBuy can offer to associations and their members – it means we can deliver real results that effect the bottom line for members across all industries."

Tracey Lloyd, Marketing & Membership Manager, Pet Care Trust who has recently launched 'Member Benefits' to their members' comments:

"We wanted the best deals for our members and their employees and chose LogBuy as the provider of our 'member benefits' solution, because they have such a wide range of fantastic branded suppliers. It was also important for us to equip our members with another key tool to offer to their employees as an added employee benefit."

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 30 trade associations and 250,000 businesses across the UK.

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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>. For further information on Pet Care Trust please visit <http://www.petcare.org.uk>