

## FOR IMMEDIATE RELEASE

---

LogBuy - Press Release – 27<sup>th</sup> March 2007

---

### **LogBuy announces the latest in a series of new supplier relationships**

March, 27 2007 – LogBuy and e-bcm (e-Business Credit Management Limited) have teamed up to revolutionise the way in which small businesses are protected to minimise the risk of financial threats.

With e-bcm, businesses will be enabled to conduct instant credit reports in the convenience of their own place of business. LogBuy are pleased to introduce this service alongside other premium industry-leading brands which already feature within a vastly developing portfolio of established partner suppliers such as Apple Store, AXA PPP, Viking Direct and many more.

LogBuy specialises in the development and management of ‘member benefits’ and loyalty programmes by aggregating the spend of large groups of individuals and businesses, to negotiate sizeable discounts on a range of tailored products and services essential to any small business. Through these unique loyalty solutions, LogBuy now manages benefits for over 5 million individuals across a variety of industries.

Using the exclusive offers available to them through the agreement with e-bcm, LogBuy members can take advantage e-bcm’s comprehensive services to help maintain their cash-flow and reduce the risk of bad-debt. The e-bcm service can provide them with instant access to credit reports and enables them to chase payments and even follow up with legal action to recover outstanding debts. All of this can be done from just £2.49 a month and LogBuy receive an additional 25% extra\*<sup>1</sup> which can be used against future credit reports. For a limited time, e-bcm is offering LogBuy members a free credit report on their business worth £14.99. This valuable opportunity can be completed time as well as cost-effectively: for all small businesses to have an online credit management system at a significantly reduced price, surely can’t compare to the value of a business.

David Wall, Managing Director of LogBuy UK comments:

*“Today, more small businesses than ever are open to outside financial threat. Therefore, we are pleased to launch e-bcm as a brand new supplier so more businesses can have access to protection from threats which could easily damage any business without notice. Through LogBuy, our members can now be assured their business finances are more secure than ever and at a small cost they can minimize financial risk- with maximum support. What’s more, all members receive an additional 25% extra”.*

Dennis Scott, Commercial Director of e-bcm comments:

*“We are delighted to be working with LogBuy and look forward to helping its members reduce their potential exposure to bad and late payments. Our service is quick, easy to use and most important of all, affordable. Within minutes of registering, subscribers can be calling off detailed company reports and instigating a formal process of recovery for long-term outstanding debts. We are very much looking forward to working with LogBuy to ensure its members have access to detailed and professional credit information at all times.”*

Research by the British Insurance Brokers’ Association (BIBA) gives astonishing evidence

---

<sup>1</sup> Compared to direct customers

that small businesses need to ensure that they are fully protected against risk. It highlights that small enterprises in particular are at the greatest risk if affected by a major incident – 80% are estimated to close down within 18 months<sup>2</sup>. With over 12 million people employed by small and medium sized enterprises, protecting businesses and employees should be an essential priority<sup>3</sup>. Now through LogBuy and e-bcm, maximum coverage can be undertaken at the best price without needing to shop around.

### **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, LogBuy provides Benefits for over 5 million individuals and 250,000 businesses across the UK.

ENDS

---

For further editorial & product information contact:  
Emma Churchill PR Executive – (01908) 357635 or [ec@logbuy.eu](mailto:ec@logbuy.eu)

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>

---

<sup>2</sup> British Insurance Brokers' Association [published 04.12.2006] available at:  
<http://www.microscope.co.uk/articles/article.asp?liArticleID=139639&liArticleTypeID=20&liCategoryID=2&liChannelID=42&liFlavourID=2&sSearch=&nPage=1> [accessed 07.03.2007]

<sup>3</sup> The Small Business Service (SBS) [published 20.12.2006] available at:  
<http://www.sbs.gov.uk/sbsgov/action/layer?topicId=7000011759&r.li=7000037175&r.s=a> [accessed 07.03.2007]