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LogBuy - Press Release – October 30th 2007

e-bcm and LogBuy offer discounted credit reports to 100,000 UK SMEs!

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e-bcm, the on-line credit checking and financial management service, and LogBuy, the specialist provider of member benefits and loyalty programme services, have teamed up to offer 100,000 of the UK's small businesses the chance to reduce the risk of late payments and bad debts by purchasing detailed credit reports for as little as £1.99 each.

The offer will enable small firms all over the UK to obtain detailed and up-to-date reports on prospective or existing customers. Initially it is being extended to just under 100,000 businesses that have access to a LogBuy powered benefit portal via their trade association.

David Wall, Managing Director of LogBuy, says that the offer is just another example of the tremendous range and scope of benefits the organisation is able to offer to its trade association partners. "Bad debt and cashflow issues are two of the biggest headaches for small businesses today. By offering members the opportunity to make use of e-bcm's excellent on-line service at these discounted rates, we are delivering yet another benefit to our trade association partners and their members – and encouraging them to carry out professional credit checks on a regular basis."

Small businesses need to be encouraged to carry out proper checks on their customers more often, adds Dennis Scott, Commercial Director of e-bcm. "Most small firms have still not got into the habit of checking the ability of new customers to pay them when the work is done. But what many small firms do not realise is that the cost of *not* carrying out credit checks will always be much greater than the cost of buying a few company reports. This offer more or less removes any concerns that a small business might have had over the cost of checking out potential new customers."

Under the offer, SMEs who register with e-bcm can buy an initial 100 reports for £199 or £1.99 each; 40 reports for £99 or just under £2.50 each; or 10 reports for £29.99 or £3.00 each.

The e-bcm service provides small businesses with an inexpensive way to check on the credit ratings and business credentials of potential customers and to chase in outstanding debts. The web-based service enables subscribers to obtain detailed company reports and drill down to get information on company directors and their registered business activities. A simple credit scoring system provides users with a clear indicator of risk levels.

LogBuy will be offering the e-bcm service alongside other premium industry-leading brands which already feature within its developing portfolio of partner suppliers, which includes Apple Store, AXA PPP, Viking Direct and many more. LogBuy is now providing member benefits to over 35 associations throughout the UK and new groups are joining every month. Recent additions include the Pet Care Trust, The Textile Services Association, The British Plastic Federation and The Institute of Carpenters.

For more information on LogBuy contact:

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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.

For more information on e-bcm contact:

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About e-bcm

e-Business Credit Manager Limited (e-bcm) is an end-to-end, credit and debt management service designed to help small businesses make use of professional financial resources to reduce risk, minimise late payments, avoid bad debt and improve cash flow. The aim of the service is to make it easier for the UK's estimated four million small businesses to more efficiently manage their credit granting and collection routines.

The company's management team has over 60 years of combined experience working with small businesses in the IT, telecommunications, construction and agricultural industries.

Chairman and CFO of e-bcm, Vic Jackson, an accountant and Member of the Institute of Credit Management, spent his main career with J I CASE, the major US Construction and Agricultural Equipment manufacturer. Jackson was UK Finance Director and Managing Director of Case Credit Limited, Case's in-house finance subsidiary, before taking on the role of Director for Treasury and Credit for the whole of Europe.

Managing Director of e-bcm, John Carter, is also the founder and Managing Director of Direct Market Services Limited (DMSL), the leading distribution partner for British Telecommunications plc. (BT). He previously worked as a business consultant and in senior positions with Brother UK.

Commercial Director of e-bcm is Dennis Scott. In a 17-year career at BT, Scott held a number of senior management positions and was most recently General Manager of Distribution Sales at BT Business Indirect Channels. He left BT in March 2006.

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