

# PRESS RELEASE

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## **Come and meet LogBuy at the Employee Benefits Live Exhibition 30th Sept – 1st Oct**

LogBuy are pleased to announce that they will be exhibiting at the Employee Benefits Live Exhibition at the Business Design Centre, London between 30<sup>th</sup> September and 1<sup>st</sup> October for the first time.

The Employee Benefits Live event is Europe's largest dedicated employee benefits event attracting Senior HR Directors and decision makers from leading national and European companies.

LogBuy will be exhibiting on Stand 113 and will be welcoming visitors to come and discuss their voluntary benefit needs and will also be demonstrating how our product solutions can considerably cut the cost of their benefit budget. There will also be the opportunity for visitors to win a 16GB iPod touch plus iTunes download vouchers worth £50 in our visitor prize draw promotion.

David Wall, Managing Director of LogBuy UK comments:

*"The Employee Benefits Live exhibition provides the perfect platform for us to present our expertise and experience in the benefits sector, and we are extremely confident that we can offer a cost-effective complete solution that will be extremely appealing to visitors during the current credit crunch climate."*

### **About LogBuy**

LogBuy is the leading benefits provider in the Nordic region and our employee benefit solution offers both industry leading web platforms and access to 'best-in-class' negotiated deals. In 2008 we launched our successful solution to the UK market.

LogBuy UK has supplier relationships in place now with over 100 national and local suppliers and negotiates leading deals in the market place.

LogBuy plans to expand its operation further across the European market from 2009. LogBuy manages the customer loyalty programme for Viking Direct Premier Club Programme and Premierline Direct in the UK market and currently manages benefits for over 100,000 businesses in the UK and over 750,000 individuals in the Nordic region.

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### **For further editorial & product information contact:**

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For further information on Employee Benefits Live please visit [www.employeebenefits-confex.co.uk](http://www.employeebenefits-confex.co.uk)

For further information on LogBuy please visit [www.logbuy.co.uk](http://www.logbuy.co.uk)