

HIRING TOOLS AND EQUIPMENT SIMPLIFIED AS BRAND LEADER

HSS JOINS erento

HSS moves stock onto online rental marketplace consolidating leadership online

London, UK – 13th May 2008: erento (www.erento.co.uk), the world's largest and fastest growing online rental marketplace, is today announcing its first customer in the UK tool and equipment hire sector following rapid growth in Europe. Having already formalised its partnership with the Hire Association Europe, erento has secured a deal with HSS Hire (www.hss.com), the national tool and equipment hire company. Under the agreement, HSS will use erento's online marketplace as an additional platform to rent out its entire range of stock via its national network of more than 300 branches and super centres.

"HSS was immediately able to understand the impact our online marketplace can have in driving customer enquiries and we're delighted to be announcing an agreement with one of the industry's leaders so soon," comments Volker Wohlfarth, Director of International Operations at erento. "This is testament to the online sales channel and the increasing demand of customers to hire tools and equipment online. We are receiving a great response in the UK as hire companies realise the capability to grow their business."

By aggregating many hire companies together under one roof, erento's online rental marketplace generates greater traffic and benefits in economies of scale for online marketing – enabling it to invest in keyword search for every individual item. Hire companies simply list their available items and immediately benefit from the traffic which erento generates, while users can search for a specific rental item by location and, within seconds, find the closest suitable service. Not only does this save customers considerable time, it also generates fully qualified leads for the hire companies - who then contact the customer and close the rental agreement as normal.

"It is easy to see why erento has had so much success in continental Europe. It is very cost effective, simple to use and immediately brings customers together with the individual items that are closest to them," comments Owen Whitehead, Head of Direct Marketing and Online at HSS. "As potential customers increasingly rely on search engines to direct them to the most appropriate site, marketplaces are fast becoming a vital element of a multi channel strategy."

The online rental marketplace, which brings together businesses with a wide variety of products and services to rent out with those wanting to hire them, provides hire companies with an easy-to-use and highly affordable way to grow their online presence. erento's European marketplace is already being used by 7,200 hire companies, almost 1,000 of which are in the tool and plant hire industry. The online sales channel includes over one million hire products and is visited by over 45,000 unique visitors every day.

For more information on erento please contact erento on +44 (0)207 099 8797 or via email at clinton.patterson@erento.co.uk.

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About erento

erento (www.erento.co.uk) is the world's largest online rental marketplace, bringing together businesses with products or services to hire out with customers wanting to rent them. It is the only place where you can search for items to rent by location as well as price.

erento is a quick, easy and cost-effective way of creating a powerful online channel for renting products and services.

With over one million items across two thousand product categories online and ready to hire it is no wonder that up to fifty thousand customers search for items to hire on erento every day.

erento was founded in Germany in 2003 and has since expanded into Switzerland, Austria and the UK.

For more information please contact:

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About HSS

HSS Hire Service Group (www.hss.com) is a UK-based tool and equipment hire chain. Operating under the banner of HSS Hire, the group has an established UK network of over 300 branches and super centres.

Established in 1957, the company now has a 2,300 strong workforce and a fleet of over 800 vehicles.

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