



HIRE STATION JOINS erento TO BOOST ONLINE SALES

Hire Station partners with erento to access the massive online demand for tool hire

London, UK – 17th July 2008: erento (www.erento.co.uk), the world's largest and fastest growing online rental marketplace, is today announcing a contract win with Hire Station, one of the country's leading tool hire companies. Hire Station (www.hirestation.co.uk) will be using erento's online rental marketplace as an additional online sales channel to increase demand for its range of hire tools and equipment across its 89 branches in the UK.

"erento provides localised search at the product level – something fairly unique and extremely powerful for the tool hire industry," comments Mark Moody, Virtual Hire Director at Hire Station. "This partnership fits with our current on-line strategy and provides an additional online sales lead generator without us having to worry about the additional costs and complexity of maintaining such a sophisticated website and running extensive online marketing campaigns. erento provides simple management reports on line and are proactive in developing sales through this channel."

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 cost effective way to increase their online presence, acquire new customers and drive revenues. Suppliers simply list their available items and immediately benefit from the sales leads which are sent to them directly from customers that have seen their products on the site and want to hire them.

"Hire Station has an impressive track record for pioneering innovative business models so we're delighted that they chose to partner with us so quickly." comments Clinton Patterson, Director of UK operations at erento. "After five years in Europe and with 8,000 hire companies already online, we have now gained significant traction in the UK with weekly traffic reaching 18,000

unique visitors - growing at a rate of 20% week-on-week. erento now has over half a million hire products on its site.”

Hirers can search on erento for a particular tool, equipment, or even plant machinery by location as well as price and, within seconds, find the closest suitable offering. Not only does this save hirers considerable time, it also generates highly qualified leads for the hire companies - which then contact the customer to finalise the hire agreement. erento is proving to be extremely popular with the tool and plant hire industry – with companies from the small owner-operator, regional and large national players now online and benefiting from the online demand.

“Tool and plant hire companies are increasingly recognising that erento’s marketplace makes up a key component of an effective multi channel strategy,” continues Patterson. “As the reliance on Google for finding local service providers grows, online marketplaces are playing an ever increasing role in generating business.”

Earlier this year, erento secured a formal partnership with Hire Association Europe (www.hae.org.uk), the leading trade association for hire and rental companies in the UK and Ireland. Under the agreement, HAE promotes erento to its members in return for discounted set-up fees exclusively for its member companies.

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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** Ends **

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:

Toby Walsh at Rhubarb PR – toby@rhubarbpr.com / +44 (0)777 337 4545

About Hire Station

Hire Station provides tools and specialist products for industry, construction and home owners. Hire Station has a strong, established national branch network and an excellent growth record following a series of acquisitions and greenfield developments. It has 89 branches strategically located across the UK, one of the youngest, most comprehensive fleets in the hire industry, highly competitive rates and a service which is second to none.

For more information please contact Hire Station on +44 (0)7768 868 187 or via email at Mark.Moody@vpplc.com

Hire Station is part of the Vp Plc group :

About Vp

The principal activity of the Group is equipment rental and associated services almost entirely conducted within the UK. Vp plc listed on the London Stock Exchange in 1973.