



erento MARKETPLACE BOOSTS ONLINE SPECIALIST CAR HIRE

Capital Limo and Limomasters using online rental marketplace to acquire customers and drive growth in new business

London, UK – 22nd July 2008: erento (www.erento.co.uk), the world's largest and fastest growing online rental marketplace, is today announcing partnerships with leading limousine hire companies including Capital Limo (www.capitallimo.co.uk) and Limomasters (www.limomasters.co.uk). The limousine hire companies will be using the online rental marketplace to support their online marketing strategies and drive revenues for their various offices around the country.

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 a powerful and highly cost effective channel for generating customers online. By aggregating many hire companies together under one roof, erento's online rental marketplace generates greater traffic and benefits for its partners. erento has over a million hire products, is visited by over 50,000 unique visitors every day and is being used by 7,600 hire companies in Europe – including 2,700 vehicle hire companies.

Hire companies simply list their available hire vehicles and immediately benefit from the traffic which erento generates. Users can search for a specific hire 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 hire agreement as normal.

“erento has a unique methodology that drives fully qualified customer enquiries direct to hire companies and, because erento works on a success-only basis for customer enquiries, it's risk-free,” comments Dan Matthews, Owner of Capital Limo. “As potential customers increasingly rely on search engines and marketplaces to direct them to the most appropriate products and



services, erento's online rental marketplace is fast becoming a vital element of the online strategy for any hire company."

Source of ecommerce in UK 2007

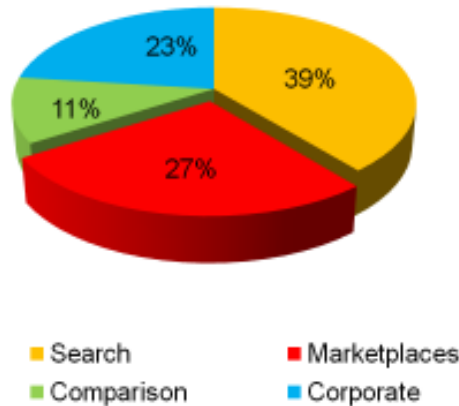


Figure one – the role of marketplaces in ecommerce

Marketplaces now make up a very significant portion of e-commerce. Without marketplaces incorporated into the online strategy, hire companies are immediately missing out on a major opportunity for growth – see figure one above. While larger hire companies are attracted by the volume of potential customers that visit the marketplace, smaller hire companies are also using erento as a ready-made and low-cost e-commerce solution for establishing and growing their online presence without the hassle of designing and managing a website.

"We're very happy to have these two leading limo hire companies on erento so quickly," comments Clinton Patterson Director UK Operations at erento. "Online search plays a key role in booking limousines and other specialist cars so it is no surprise that we're seeing so much interest from companies in this sector."

"I believe the erento sales channel is exactly what the limousine hire industry needs to help increase awareness of our vehicles and drive growth," comments Simon Partridge, Marketing Director at Limomasters. "We expect erento to have an immediate and significant impact on our sales pipeline."

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

** 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.

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