



INTERNET FIRST PLACE TO LOOK FOR HIRING SAYS 76% OF CONSUMERS

- **Survey reveals key trends for hire companies**

London, UK – 18th March 2009: According to a recent poll by YouGov, widely acknowledged as one of the country's most accurate opinion pollsters, 76 percent of people looking to hire would go to the internet first to find what they need – rising to 88 percent for those aged 25-34. The research, which was commissioned by erento (www.erento.co.uk), suggests that hire companies will get the most value from their marketing budgets by focusing online.

In what is a clear indication that the telephone directory is on its way out, only 5 percent of those aged 25-34 would look first in a telephone directory compared with 24 percent of those over 55. The research from erento, the world's fastest growing online rental marketplace, also revealed that 60 percent are more likely to use online price comparison sites than they were a year ago thanks to the credit crunch. This figure rises as high as 66 per cent for 18-24 year olds, suggesting that the new generation of consumers expect companies to be more transparent in making their prices available and comparable online.

“There is significant online demand to be exploited by hire companies. Businesses within this industry which are effectively utilizing the internet to generate additional sales leads whether it be through erento, their own website or both, are quickly realising the benefits,” comments Clinton Patterson, Director of International Operations at erento. “erento’s sales channel will only continue to grow as consumers and businesses increasingly rely on the internet and online marketplaces to compare products, prices and locations for hire services.”

erento's online rental marketplace is now growing at a staggering 20 per cent each week. In just over a year, erento has secured deals with some of the biggest names in the hire industry such as Andrews Sykes, HSS Hire and Hire Station. While these companies consider erento as an effective additional sales channel, there are also hundreds of smaller hire companies using erento as a low hassle way to generate more business .

Visitors can search on erento for a specific product, by location as well as price, and immediately find the most suitable service. Hire companies simply list their products and immediately open a new pipeline of sales leads. In 2008, erento enjoyed record worldwide growth of 170% and delivered enquiries worth €505 million to hire companies – equating to €1.4 million in enquiries every day.

erento is so confident in its sophisticated online marketing expertise that it guarantees a return on investment (ROI).

**** 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 has over a million items available for rent across 26 countries.

For more information please contact:

Toby Walsh at Rhubarb PR on +44 (0)777 337 4545