



PARTY AND EVENT ORGANISING MADE EASY ON erento

- **Online rental marketplace brings event hire companies together under one roof**
- **erento has over 12,000 items in event and party hire from projectors to beach huts**

London, UK – 1st June 2009: erento (www.erento.co.uk), the world's largest and fastest growing online rental marketplace, has partnered with many of the UK's leading hire companies to dramatically simplify the process of finding, comparing and hiring items for an event or party. It is now possible to instantly search for a particular rental item, such as a projector or marquee, by location as well as price and instantly find the most appropriate service.

erento (www.erento.co.uk), which provides a one-stop shop for the entire hire industry, is the fastest and most convenient way of finding rental services based on price and location. With over 1.5 million rental items available, it now includes over 12,000 products in the event and party hire category. The online rental marketplace now features anything and everything an event organiser could possibly need – from sound and lighting or furniture to casinos, dancefloors, beach huts and even circus performers – from trusted hire companies.

“By bringing hire companies together onto our online marketplace, we've made it possible to instantly find and compare rental services by location as well as price. We're now seeing demand for party and event rentals outstripping supply as the level of traffic on our site continues to surge higher each month,” comments Clinton Patterson Director at erento.

By making it quick and easy to find specific rental items, erento has enjoyed phenomenal growth since launching last year. The online marketplace was visited by over 250,000

users last month and continues to grow at 20 per cent month on month. erento now lists items from over 9,200 hire companies including some of the biggest names in the industry. Event and party hire companies include Event Furniture Ltd, Hamilton Rentals, Hire Intelligence, Prestige Creative Settings, Rent IT, Bigtopmania and WeHiremac as well as a large number of event and party hire companies across Europe.

“Whether you’re organising an event in the UK or Europe, erento is an invaluable resource and the first place anyone should look for hire services,” continues Patterson.

**** 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