



HSS HIRE AND HIRE STATION EXTEND AND EXPAND PARTNERSHIP WITH erento

- **Successful trials of erento sales channel lead to major agreements**
- **erento now delivering 4,500 customer enquiries each day to hire companies**

London, UK – 3rd June 2009: erento (www.erento.co.uk), the world's largest and fastest-growing online rental marketplace, is today announcing two major agreements which strongly reinforce the value it is providing to the hire industry. Having experienced highly successful partnerships with erento over the last year, both HSS Hire and Hire Station have extended their contracts and will be investing further in making the online rental marketplace an integral part of their marketing strategy.

"erento has consistently provided us with fully qualified customer enquiries since day one and has fulfilled all of its promises in expanding our customer base and increasing revenues. Furthermore, it is entirely transparent and measurable which makes it very easy to justify," comments Fiona Perrin, Marketing Director at HSS Hire. "Marketplaces now play a key role in e-commerce and we expect erento's rapid growth to continue."

erento has brought together over one million items from more than 9,200 hire companies, making it quick and easy for consumers or businesses to hire products based on price and location. By joining erento's marketplace, hire companies effectively activate a ready-made, hassle-free sales channel which provides fully qualified customer leads, builds powerful customer databases and delivers a guaranteed return on investment. Hire companies simply list their products on erento and immediately benefit from 250,000 potential customers that are already visiting the UK marketplace every month.

“erento’s performance has been nothing short of impressive,” comments John Singleton, Managing Director at Hire Station. “It is a low cost, low hassle and highly effective way of generating business and we expect it to play an increasingly important role in driving profitability.”

The online rental marketplace is proving increasingly popular with the tool and plant industry. In addition to the major national players, a number of regional hire companies including Martin Plant, Banson Hire and Smiths Equipment Hire are also using erento as a channel for growth.

erento, which works closely with the Hire Association Europe (HAE), is so confident in its online marketing expertise that it guarantees to return at least double the value of any initial marketing investment in terms of customer enquiries. erento, which recently won a Hire Award of Excellence Best Website of the Year 2009' commendation, delivers over 4,500 fully qualified enquiries to hire companies every day.

"HSS Hire and Hire Station have been quick to realise and successfully exploit the massive online demand for tool and equipment hire," comments Clinton Patterson, Director at erento. "We deliver thousands of tool and equipment enquiries to our tool hire partners every month, from floor sanders to excavators and everything in between."

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 suggests that hire companies will get the most value from their marketing budgets by focusing online.

**** 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.

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