



## **Former eBay Director Oliver Weyergraf joins erento to drive international expansion**

**London, UK - 8th July 2009:** Oliver Weyergraf has been appointed as the new CEO at erento ([www.erento.co.uk](http://www.erento.co.uk)), the world's largest and fastest growing online rental marketplace.

Weyergraf, formerly part of the senior management team at eBay, has joined to drive the company's international expansion - particularly into the UK and U.S. markets.

"The potential of erento is immense," said Weyergraf. "The idea of having a website where you can rent the entire spectrum of goods and services is as simple as it is ingenious. The challenge for us now is to build on our international businesses and put in place the strategy and structures that will ensure our continued growth as the leading online rental company worldwide."

Former Chief Executive and company founder Chris Moeller will continue to lead operations as Head of Product Development and Technology.

Weyergraf joins erento from online market research firm Panelbiz, where he was CEO from April 2007 and successfully grew the business into one of Europe's leading providers of market research services for the online world. Prior to that he worked in senior management at eBay, held several senior positions at publishing group Georg von Holtzbrinck and was a Principal Consultant at PricewaterhouseCoopers.

Alexander Samwer of the European Founders Fund, one of erento's key investors, said: "We are delighted with Oliver's appointment. He is a successful web entrepreneur with a great track record and he will make a massive contribution to the expansion of erento."

\*\* Ends \*\*

**About erento**

erento ([www.erento.co.uk](http://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 1.5 million items available for rent across 26 countries.

For more information please contact:

Toby Walsh at Rhubarb PR | phone: +44 (0)777 337 4545 | [toby@rhubarbpr.com](mailto:toby@rhubarbpr.com)