



PRESS RELEASE

18/04/06

**UNITE sponsorship of Accommodation
for Students reflects market trends**

*- Tailored student accommodation and the internet are key
drivers in today's student marketplace -*

ACCOMMODATION FOR STUDENTS

UK'S #1 STUDENT ACCOMMODATION SEARCH ENGINE

www.accommodationforstudents.com

0845 351 9911



London 18/04/06

UNITE (www.unite-students.com), the UK's number one student accommodation and hospitality company, has concluded a sponsorship agreement with Accommodation for Students (www.accommodationforstudents.com), the UK's No 1 student accommodation website. The sponsorship reflects a partnership involving two of the most important trends in student accommodation: the growth of bespoke, high specification student accommodation and the increased usage of the internet by students finding accommodation.

UNITE provides some 31,000 student study rooms throughout the UK offering a range of en-suite rooms to suit customer requirements.

Anne-Marie McGarrity at UNITE commented:

“Independent research shows that accommodation plays an integral part in students’ university life and the availability of good quality accommodation is a key factor in their final choice of university.”

At UNITE we aim to provide choice and flexibility for our customers. By working with AFS we are enhancing our service, providing a further channel for students to view our accommodation. We want our customers to enjoy their accommodation experiences and have fun memories for years to come.”

Customers living with UNITE benefit from safe and secure living spaces, with 24/7 CCTV, on site Hospitality Teams, communal areas for entertaining and socialising, broadband connections, laundry facilities and much more.

The Accommodation for Students website provides a prime opportunity to reach students looking for such accommodation. The site has over 300,000 registered student users. In peak months it receives over 425,000 unique visitors, students spending an average of over 7 minutes on the site per visit.

Simon Thompson, co-founder and director of Accommodation for Students, commented:

“When we launched the larger private housing area of our website in June 2003 there were 67 larger private housing schemes (LPHS) in the UK devoted to students. Now there are over 150. Properties, like those of UNITE, offer 24 hour security and additional services like broadband, inclusive insurance, widescreen TV, some even a swimming pool! It is definitely the way forward.”



The sponsorship package includes banner advertising on all the 29 city website pages which host a UNITE development and email marketing campaigns to students in those cities; this gives UNITE the opportunity to offer more choice and accessibility to students.

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