

PRESS RELEASE

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NEW STUDENT ACCOMMODATION SEARCH ENGINE FEATURES AT INAUGURAL PROPERTY BUSINESS AWARDS

*- Accommodation for Students is Highly Commended in Best
Industry Innovation category -*

Accommodation for Students (www.accommodationforstudents.com), the UK's most advanced student accommodation search engine which was only launched nationally at the start of the year, received a Highly Commended Certificate in the Best Industry Innovation category of the inaugural Property Business Awards, sponsored by the Property Business Show which took place at ExCeL in London last week. The Awards were presented on Tuesday evening, 26th February, at the Thistle Tower Hotel by internationally renowned motivation guru, Allan Pease.

Accommodation for Students, who also exhibited at the Property Business Show, was one of three final nominations in the Best Industry Innovation category. The Award is based on the criteria within the property industry of saving money and time and enhancing profit and customer service.

Accommodation for Students is a search engine website that helps the estimated 1 million students throughout the UK to find

accommodation that is matched to their needs and landlords to more easily and cost-effectively find tenants by directly uploading and editing their properties online via the website. The service is currently free for both parties.

William Berry, director of Accommodation for Students, said:

"We are delighted by the Highly Commended award and gratified to be so recognized by the property industry at such an early stage in our development. Likewise we are delighted at the interest shown in our service at the Property Business Show. Exhibiting at the show will help continue the fabulous momentum we have enjoyed since our launch. Unique visitors to the site now number well over 3000 per week and every week student and landlord registrations are exceeding previous levels."

Accommodation for Students was recently selected by Virgin Mobile to advertise their current Big Red House student promotion, offering 10 winners and three friends free accommodation for a year. Following pop-up banners and email activity on the Accommodation for Students website the Virgin Mobile promotional website received a record level of visits and student registrations. The promotion ends mid March.

About Accommodation for Students

Accommodation for Students Ltd. was founded by William Berry and Simon Thompson, ex-students from Manchester, in June 2000. The

site went live in test phase in June 2001, prior to its full launch in January 2002.

The site's features include:

For students

- A powerful search engine accessing a nationwide database of student accommodation properties
- An easy-to-use, comprehensive set of accommodation criteria, including geographical location, number of rooms (including required size of room), rent, interior facilities (from satellite/cable television to dishwasher), exterior facilities (from garden to off-street parking) and service facilities (eg CORGI registered gas central heating)
- Notice board facility
- Clipboard facility to save accommodation details
- Landlord email facility which sends an email to the landlord with one click when a student finds a property they like. The email specifies the house and student details and effects an introduction between the student and landlord.
- Chatroom to allow potential housemates to talk to each other and review house options.

For Landlords

- Sophisticated, user-friendly '**landlord admin suite**' which allows landlords to directly upload and edit their property details and pictures on the Accommodation for Students website. The unique measurement facility allows landlords to judge the effectiveness of the website in attracting student interest to their properties and ultimately their letting.
- Easy contact system: Accommodation for Students '**email landlord service**'. This service enables students to send a generic email of interest to a landlord with one click. This also ensures the privacy of landlord email addresses.

Accommodation for Students Accolades

- Highly Commended in the Best Industry Innovation category at the inaugural 2002 Property Business Awards
- New Millennium Silver Award

"Accommodation for Students has been awarded the Silver Award. Good luck in the future and keep helping the students in the UK ",
Corey Huffman, CEO, New Millennium's Award Programme

- EyeCatcher Bronze Award – 21st October 2001
83% score on Design, Creativity, Coding and Originality
- Best Of The Web 2001 Bronze Award
"I enjoyed surfing your site, and I am sure everybody else will too",
Eric Nielsen, NEOVIZION, Inc
- Critical Mass Award
"Congratulations! Your site definitely qualifies for the "Critical Mass Award". A very nice site, excellent design, tasteful original graphics, and you have provided visitors with content that is informative, entertaining, well-presented and easy to access. A worthy enterprise and a positive contribution to the Web", Bill Darling, Critical Mass
- Golden Web Award 2001–2002
"Congratulations on having your site selected to receive the 2001–2001 Golden Web Award!"
- Ranked joint Number 1 in the Student Accommodation Advice website review of student accommodation sites.

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