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ACCOMMODATION FOR STUDENTS LAUNCHES ADVANCED STUDENT ACCOMMODATION WEBSITE

– Unique features will appeal to both students and landlords –

Accommodation for Students, the UK's most advanced student accommodation search engine, today announced the launch of its website (www.accommodationforstudents.com) after six months intensive testing. The site will make it easier for the UK's estimated 1 million students to find accommodation that more exactly meets their needs during their time at university.

Accommodation for Students' new site is designed to offer the best facilities for students and landlords. Students, via a user-friendly GUI and powerful search engine, can specify property requirements from the widest accommodation criteria available, even down to the provision of satellite TV. Landlords have their own admin suite that allows them to upload and edit properties directly. Uniquely, they can measure their performance in terms of student hits, enquiries, viewings etc – and the service is free for a trial period.

William Berry, director of Accommodation for Students, said:

"As former recent students ourselves, my co-founders and I realised the need for such a site. We have just completed the Beta testing stage and we have used that process to thoroughly

check our database engine and get implementable feedback from users. We are now ready to service the 1 million students in the UK and are aiming to attract a major share of the 200,000 student let properties around the UK. In the latter respect, our easy-to-use, measurable and free landlord admin suite will be a particularly compelling factor.

We are already achieving 3000 unique users a week with no marketing spend and we will now be embarking on a marketing programme comprising email campaigns to students and landlords and campus advertising that will quickly increase those figures."

Accommodation for Students was built by net121.com (www.net121.com), the specialist in database driven websites, who has also sponsored the site. Accommodation for Students is looking for further partnership opportunities both with other student sites and suitable affiliates.

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)
- 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

- 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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