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STUDENT ACCOMMODATION WEBSITE ATTRACTS INVESTMENT

– Outcomz extends portfolio with stake in Accommodation for Students –

(London, 10/6/02) Outcomz Ltd (www.outcomz.com), the payment-by-results business consultancy, today announced the investment of an undisclosed amount in Accommodation for Students (www.accommodationforstudents.com), the UK's most advanced student accommodation search engine. Funding will be used for technical development, particularly e-commerce systems, marketing and partnership recruitment.

Outcomz, who recently announced half-year results of $1/2 million profit, has a business model which specifically includes selective investments in new start businesses. This is accompanied by senior management input to help fast-track the business.

Ian Hammond, CEO of Outcomz, commented:

> "Accommodation for Students is a prime target for investment. It has already made great inroads into the online student accommodation sector with over 1000 unique users a day and is number one in search engine performance. It is also well advanced in its plans to replicate its powerful search engine in

other accommodation areas. The first reuse of the AFS engine is 'Accommodation for Ryder Cup' (www.rydercup-housing.com) which went live in April 2002. Response has been good and this will be the first of a steady roll out of similar sites – each focusing on niche markets."

Accommodation for Students' website offers the best facilities for both 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.

Accommodation for Students director, William Berry, said:

"The investment by Outcomz will help us take full advantage of our excellent performance since launch. We will use the funds to invest in a good e-commerce platform. We can also now more aggressively pursue our marketing programme both in terms of extensive landlord emailing campaigns and high quality selective online and offline advertising. We are also talking to a number of large, prestigious, high-profile brands with a view to extending our reach.

However, it's not just the financial investment that's important. Outcomz's advice and hands-on interest in our development has been invaluable in helping us move the business forward quickly."

Accommodation for Students was recently selected by Virgin Mobile to advertise their current Big Red House student promotion. The site, built by net121.com (www.net121.com), the specialist in database driven websites, also recently received a Highly Commended Certificate in the Best Industry Innovation category of the inaugural Property Business Awards. Outcomz' and its associates' clients include ICL, Echo Plc, Tesco and Boots.

About Outcomz

Outcomz was set up as an offshore company in the British Virgin Islands in July 2001, reflecting the intended international nature of its operation. It was founded by Ian Hammond, an Oxford graduate and Brunel postgraduate, who worked for ICL for 10 years.

The company's pioneering philosophy revolves around a number of key principles:

- payment by results: Outcomz only receives remuneration based on the financial value and success of the projects it completes
- assumption of project responsibility: costs, risks and delivery
- commitment to best business ideas and most talented people (Associates)
- an organic 'cell' structure, connected via its extranet, that allows individuals to best use their talent and fulfil their ambitions while ensuring that complementary team skills optimize successful project delivery
- an Associates remuneration strategy, including a Share Incentive Plan, that encourages loyalty and results in return for ultimate optimal reward

Key Management Team

In addition to Ian Hammond (37), the Outcomz key management team comprises:

Colin Hammond (45) – came from large scale estate management (Castle Howard), through international electronics, to IT sales for large companies into the retail sector (eg Tesco)

Mark Hope (37, Hong Kong) – non-executive director with 15 years experience within the Fujitsu Corporation in Hong Kong

Wendall Fleming (53, USA) – non-executive director, a veteran of the consulting and IT service sales market in the USA

William Berry (25) – director of a number of internet services companies including Net121 and Accommodation for Students

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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