

For immediate release: 3rd February, 2003

STA TRAVEL CONFIRMS SPONSORSHIP DEAL WITH ACCOMMODATION FOR STUDENTS

*– Top student travel company selects number one student
accommodation website to leverage business –*

(London, 3/2/03) STA Travel (www.statravel.co.uk), the specialist in travel for students and young people, has confirmed a website title sponsorship agreement with Accommodation for Students (www.accommodationforstudents.com), the UK's No 1 student accommodation website. Under the terms of the agreement STA Travel will be the Official Site Sponsor – its logo and links on all 'high level' and other web pages taking visitors direct to the STA Travel website. The company has paid an undisclosed sum for its 6-month sponsorship agreement. Accommodation for Students will also be featured on the STA Travel website.

As part of the agreement STA Travel will also be entitled to special quarterly email campaigns featuring its travel services to Accommodation for Students' 30,000 student database. Accommodation for Students has quickly grown to be recognized as the Number 1 student accommodation website and attracts as many as 75,000 unique users per month at peak times.

Anna Bacon, Marketing Manager of STA Travel, said:

“Accommodation for Students will provide another important channel in reaching our student market. It has quickly established itself as the student accommodation website and is an ideal environment in which to introduce student travel services.

Whilst the initial agreement is for 6 months we are viewing the exercise very much as a trial period. Accommodation for Students is able to provide comprehensive stats both on its website and its email campaigns and we look forward to extending our involvement.”

Having established STA Travel as the official supplier of student and graduate travel services on its website, Accommodation for Students is now seeking to attract similar official suppliers in the areas of student insurance and student online banking.

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

“We see a great synergy between student needs for accommodation provision services and travel information and view STA Travel as a natural sponsor. As such we are delighted to have them on board and look forward to proving the value of the sponsorship arrangement.”

Accommodation for Students has also been very active in building up its property portfolio, in the process attracting other commercial

companies interested in its website traffic and strong student database. In October 2002 Jarvis, via its University Partnership Programme, and UNITE, two of the largest providers of good value, high quality accommodation to students in the UK, featured their Larger Private Housing Properties in a new, specially-created section of the Accommodation for Students website, comprising some 12,500 high-specification rooms.

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, right down to the provision of satellite TV. Private 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.

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 2001–2002 Golden Web Award!"
- Ranked joint Number 1 in the Student Accommodation Advice website review of student accommodation sites.

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