

PRESS RELEASE

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**VIRGIN MOBILE CHOOSES ACCOMMODATION FOR
STUDENTS TO HELP PROMOTE FINAL STAGES OF
STUDENT CAMPAIGN**

*- On-site pop-ups and email campaign encourages students to
vote for 10 final winners of free house for a year in Big Red
House promotion -*

Accommodation for Students (www.accommodationforstudents.com), the UK's most advanced student accommodation search engine, has been selected by Virgin Mobile, the UK's fifth network, to help promote the company's current major student campaign, the Big Red House Competition (www.virgin.com/thebigredhouse).

The competition has now reached the final stages and 20 finalists have been selected, 10 of whom will win a house for themselves and three friends free for a year. The 10 runners-up will also be found houses and have their deposits paid for by Virgin Mobile.

Students now have the chance to vote for the finalists from 20 university cities around the UK and Virgin Mobile are running a pop-up ad and email campaign via the Accommodation for Students website encouraging students to vote and offering prizes to be won like a Sony Discman and a Virgin Mobile Sony J5 phone.

Anna Pearson of Liquid Communications, Virgin Mobile's below-the-line Agency said:

"Accommodation for Students is a highly relevant partner for this promotion. It has a strong presence in most of our chosen university towns and, with its established student database, will drive traffic and voters to our promotional site. We also hope to use the site to help source suitable properties for our eventual prizewinners."

The promotion will also be supported by a Big Red House Voting Trailer which will be touring the university campuses up till the promotion's end in mid-March.

William Berry, director of Accommodation for Students, said:

"We are pleased to be involved with a promoter like Virgin Mobile whose competition will help ease the considerable university accommodation expenses for 10 lucky students and their friends. Similarly, at Accommodation for Students we believe we are doing our bit by providing a comprehensive accommodation service to students free of charge."

Currently the Accommodation for Students website is also free for landlords and features an admin suite which makes it easy for landlords to upload, edit and evaluate their properties on the site. Accommodation for Students will be exhibiting at the Property

Business Show at the Excel Centre, London, on 26th and 27th February, Stand 06.

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, NEOVISION, 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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