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NEWS ALERT

ACCOMMODATION FOR STUDENTS NOMINATED FOR NEW MEDIA AGE EFFECTIVENESS AWARD

(London, 13th May, 2004) Accommodation for Students (www.accommodationforstudents.com) the UK's No 1 student accommodation website, has been shortlisted for the **New Media Age Effectiveness Awards** in the **Best Use of Web Category** to be presented tonight at the Grosvenor House, Park Lane, London. The pioneering student accommodation website is one of four nominations for the award, sponsored by Netclix.com, along with Universal Music UK, Autotrader and Britannia Building Society. The awards attracted over 600 entries.

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

“Being shortlisted for such a prestigious award demonstrates just how far Accommodation for Students has come in the last three years. The website now receives over 120,000 visitors a month with the average time spent on site an incredible 5 minutes. We feature

over 20,000 properties and rooms and over 6,000 landlords are registered with us. It really has been a phenomenal success story.”

The New Media Age Effectiveness Awards are one of the biggest prizes in new media. The awards aim to demonstrate and promote the quality of new media usage in the UK, emphasizing effectiveness to allow smaller companies to compete with larger ones. They provide a benchmark of excellence and show the power of digital media to the wider business world.

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