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**UNITE CHOOSE ACCOMMODATION FOR STUDENTS  
TO HELP MARKET STUDENT PROPERTIES**

*- Over 10,000 rooms featured on number one student accommodation website -*

UNITE Group plc ([www.unite-group.co.uk](http://www.unite-group.co.uk)), the UK's leading provider of accommodation services for students and NHS Key workers, has concluded an agreement with Accommodation for Students ([www.accommodationforstudents.com](http://www.accommodationforstudents.com)), the UK's most advanced student accommodation search engine, whereby Accommodation for Students will feature 29 of UNITE's Larger Private Housing Properties, comprising well over 10,000 rooms, on a special section of its website.

UNITE is the largest provider of good value, high quality accommodation to students in the UK, with its own website ([www.unite-students.co.uk](http://www.unite-students.co.uk)) where students can view and book accommodation online. Accommodation for Students currently receives over 50,000 unique visitors a month and has been highly acclaimed by students and landlords alike for effectively matching accommodation needs to availability. UNITE will pay Accommodation for Students a commission for every referral and tenancy secured through the Accommodation for Students website.

Roz Keir, Web Content Researcher, at UNITE, said:

“Accommodation for Students will provide another important channel in reaching our student market. It has quickly established itself as the student accommodation website with the traffic to match and we look forward to receiving many enquiries for our properties which can accommodate more than 10,000 students in 15 cities across the UK.”

Recent research has shown that there has been a large increase in students in full-time higher education with no commensurate expansion in student accommodation provided by Higher Educational Institutions, making students more reliant on corporately funded student housing and the private rented sector.

William Berry, director of Accommodation for Students, said:

“We are delighted to have concluded a deal with such a large and prestigious operator as UNITE. Corporately funded and privately managed high-quality, high spec student housing is definitely one of the major developments in the marketplace and UNITE is a top player in this sector. From our point of view, our mission is to provide the widest choice of student accommodation available, from all sources, and the UNITE initiative provides a huge additional resource of accommodation opportunities for our visitors. Our site now provides potential accommodation for over 20,000 students UK wide. ”

Accommodation for Students intends to increase its partnerships with other key student housing builders, major letting agents and accommodation providers.

### **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 - 21<sup>st</sup> 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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### **About UNITE Group plc**

UNITE is the UK's leading provider of accommodation services for students and NHS key workers.

UNITE is fully listed on the London Stock Exchange.

Founded in 1991 by Nicholas Porter, the Company now has some 400 employees with offices in Bristol, London, Leeds, Manchester and Edinburgh, to service its rapid national expansion.

UNITE works in partnership with public sector clients from Higher Education institutions and NHS Trusts, delivering integrated solutions to meet their accommodation needs.

UNITE offers an unrivalled range of accommodation and customer support services, together with project management for fast-track modular manufacturing, design and build, refurbishment and conversion of buildings from alternative use..

UNITE frequently employs a fast track, cost effective and quality controlled modular method of construction. Bedroom units are assembled off-site at the company's new factory, in Stroud, and then incorporated into the shell of the building works.

Further information is available at the Company's website at [www.unite-group.co.uk](http://www.unite-group.co.uk)

### **Customer Care**

The UNITE brand is focused towards customer care

UNITE operates a centralised 24 hour customer service centre

Within each property key features include state-of-the-art security systems such as swipe cards and emergency call points, IT facilities and a comfortable living environment

Students can view and book accommodation on-line at [www.unite-students.co.uk](http://www.unite-students.co.uk)

Key workers can view available accommodation at [www.unite-keyworkers.co.uk](http://www.unite-keyworkers.co.uk)

### **UNITE in London**

Peabody UNITE plc was a joint venture company, founded in June 1998, between UNITE Group plc and the Peabody Trust, London's oldest and largest charitable housing provider.

The joint venture has undertaken public sector projects within the London area. The emphasis has been on the provision of 'key worker' accommodation for NHS Trusts although future student accommodation projects have also been secured.

In March 2002 UNITE acquired the 50% stake in Peabody UNITE, which it did not own, from the Peabody Trust, taking immediate control of over 1,550 secured student and key worker beds in London.

### **FOR FURTHER INFORMATION**

UNITE's in-house research department publishes regular Research Notes concerning the student and key worker markets within the UK.

UNITE publishes The Student Living Report annually in January. The Student Living Report is the definitive survey into the student experience.

Further information is available at the Company's website at [www.unite-group.co.uk](http://www.unite-group.co.uk)

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