



Press release

Christmas 2011: Women take Charge of Spending

*MadBid.com study Reveals Men are Less Cautious With Money
when it comes to Christmas Shopping*

London, 29th November 2011 – **MadBid**, the leading pan European pay-to-bid Interactive Social Auction site, reveals the results from its annual Christmas Spending survey* which shows that women are more cautious when it comes to Christmas shopping. The survey highlights that more women use money-saving techniques, are also more cautious with how they pay for their shopping and plan ahead to find the best deals and avoid the last-minute rush.

Women Savvy Spenders and Savers

Results from the survey show women to be more money-conscious when it comes to Christmas shopping, with twice as many women as men planning to use saved loyalty points to help cut the costs of Christmas this year (17% of men v. 34% of women). Additionally twice as many men as women admit to not trying to save at all during the Christmas shopping period. More women shoppers than men are also being more cautious with their finances, preferring to buy items upfront with cash or a debit card (82%) rather than putting them on credit (only 13%).

No Last-Minute Panic for Women

Almost half of men interviewed leave their Christmas shopping until December with 6% leaving it to just a few days before Christmas. Eight per cent do not even do any of the shopping and leave it up to someone else entirely. Women are far more organised with 30% of women interviewed starting their Christmas shopping in September (versus only 22% of men) and 28% of women doing it throughout the year (versus only 17% of men).

MadBid has also seen an increase in visitors to its pay-to-bid auction site in the run up to Christmas, as shoppers use the site to get hold of the latest products at up to 87% less than RRP. One MadBidder, Martin Waterman, from Southampton, who has won over 100 items worth over £16,000

RRP since he signed up to MadBid.com this time last year and knows the benefits of using this auction site. *"I've won a Sony PS3, a Limited Edition Wii and a brand new Samsung 32" TV (worth £580 RRP) for just £5.67* on MadBid.com. I will definitely be using MadBid.com as part of my Christmas shopping this year"*.

MadBid.com is a unique and innovative auction platform; it currently has over 2,000,000 registered users and over 1,600 different brand-new products ranging from premium brands such as Apple to every day products such as retail vouchers and DIY tools.

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Survey

* The MadBid.com Christmas Spending survey surveyed analysed the online buying behaviour from 1,451 internet users across the UK. The survey was conducted in October and November 2011.

** does not include postage or cost of bids

About MadBid.com

Founded in the UK in 2008, MadBid.com is the leading Pan European pay-to-bid Interactive Social Auction platform, operating in seven European countries including Italy, Germany, Spain, Sweden, Finland and Ireland as well as the UK. It has over 2,000,000 registered users globally, over 1,000,000 unique visitors per month and over 360,000 completed auctions.

MadBid is in the UK's 'The Guardian' Tech Media Invest 2010 as one of the Top 30 IT companies in the UK and number one in its e-commerce category.

This unique and innovative platform allows users to bid on over 1,600 different products such as laptops, iPhones, TVs, cameras, health and beauty products, houseware furniture, cars and more. MadBid offers customers an exciting shopping experience with a twist where users can buy a range of desirable consumer goods by placing bids through the site and save up to 87% on RRP.

Website: <http://uk.MadBid.com/>

Facebook : <http://www.facebook.com/MadBid.Auctions>

Twitter: <https://twitter.com/MadBid>

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