



Press release

Apple iPhone 4S Available on MadBid.com for as little as £48

iPhone 4S Fever Continues on Interactive Social Auction Site

London, 9th November 2011 – The iPhone 4S has broken records since it was launched, selling over four million units in its first three days. **MadBid**, the leading pan European pay-to-bid Interactive Social Auction site, has seen a similar frenzy. As Apple fans search for the best deals on the hot new smartphone over 600 bidders took part in the first week of auctions of the latest iPhone4S and with the first auction closing at £48* it makes for a perfect affordable Christmas present.

A recent survey by MadBid** also reveals that the latest Apple smartphone is the most-wanted gadget, with over 300 of MadBid's customers requesting an iPhone4S for Christmas over any tablet or laptop.

"We have seen an incredible customer response to the iPhone 4S on MadBid.com" said Juha Koski, Founder and MD of MadBid.com "Consumers enjoy using MadBid as a way for them to get hold of the latest gadgets and technologies at up to 87% less than the average price on the high street. With the Christmas season approaching, many of our customers are using the site as an alternative way to save money on their 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.

MadBid is keeping its finger on the pulse of the latest technology developments by making sure it has the latest gadgets available on the site. From the Nintendo Wii Kinect to the recently launched Sony Android tablet and Apple's iPad2, as well as next-generation 3D televisions such as the 42inch LG TV can all be found on MadBid.com, all at fraction of their retail price. It is the ideal place to make

some savings on this year's Christmas shopping, as one MadBidder found out. David Later, dance music producer and DJ, from Wrexham recently won a brand new Samsung 3D TV worth £800, for less than half price, just £313, including the cost of bids and delivery charges.

He says " *MadBid is a fantastic and fun way to grab a bargain. I enjoy the rush of winning an item for a fraction of the retail price. This year I will definitely be doing the majority of my Christmas shopping on MadBid.*"

-ends-

Survey

* including the cost of bids placed and delivery charges

**The MadBid.com report surveyed 1,451 internet users to look at their upcoming Christmas shopping plans and habits in the UK in October 2011.

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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