

## **Press Release**

For Immediate Release

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### **MadBid.com shoppers bid to beat the recession**

Savvy shoppers are snapping up great products at up to 98% off the retail price with one of the UK's fastest growing online auction sites. Thousands of people across the UK are registering each week to take part in what is being described as the future of online shopping.

Penny auctions sites are fast becoming one of the most popular forms of online entertainment shopping. MadBid.com is the UK's leading penny auction site with over 1,000,000 visitors a month. According to the latest Nielsen data, MadBid.com is the biggest growing phenomenon on the internet - bigger than Facebook, Google and YouTube.

With products such as TV's, Laptop's, iPods, Shopping Vouchers from as little as a penny, it is easy to see why MadBid saw a 147% rise in users in the last half of 2009. With over 50,000 winners to date, Managing Director Juha Koski said "There is no great secret to MadBid, We simply offer a genuine chance for our users to get their hands on everything from a MacBook Pro to a brand new car for a fraction of what they'd pay on the high street."

One user stated that his first experience of MadBid.com offered "A mixture of intrigue and excitement." Another stated that "The range of product suits me, as I am into electronic gadgets and cars. I'm going for an iPod touch next time as I need a new MP3 player."

The joy of Madbid.com is that the platform offers a fun, exciting way of shopping for products with the opportunity of huge savings. In a survey carried out in November 2009, 33.6% of users stated they loved the site because of the amazing prices whilst 19.6% stated it was for the thrill of the game.

MadBid are also looking to introduce a 'buy now' feature which will allow shoppers to purchase the item instantly and if they have already place bids on the same item but have decided to purchase it instead they can have the amount of bids they have placed discounted from the retail price, thus, giving them a chance to win the item they want at a totally mad price, however if they don't win and decide to just but the item, they get the product for the list price minus what they have spent on bids.

With a great range of products available and huge savings opportunities we are finding that many are using MadBid.com in a bid to beat the recession.