

PRESS RELEASE

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FOR IMMEDIATE RELEASE

£1000 Christmas Cash Competition Launched by Thriving Cashback Portal



The advertisement features a cartoon illustration of Santa Claus in a red suit pushing a shopping cart filled with wrapped gifts. To the right, the text reads: 'eDealsUK® Christmas Prize Draw 2007'. Below this, it says 'We are giving away £1000 in cash to our Members this Christmas'. A dotted line separates this from the main announcement: 'Yes, the Christmas bounty has been increased to £1000'. This is followed by a list of prizes: 'One first prize: £500 cash' and '10 Runners up prizes: £50 each in cash'. At the bottom, it states 'No purchase necessary, see details below'.

It will truly be a season of celebration for six lucky people as eDealsUK.com gives away £1000 cash in its [Yuletide giveaway](#). The prize money has been doubled from the £500 awarded in previous years by the incentive site.

The annual prize draws have proven to be popular and Nadeem Azam, Public Relations Manager of eDealsUK Limited, says they are delighted to be launching another competition for new and existing members of the thriving cashback reward community.

"eDealsUK has grown by 300% per annum and without our hundreds of thousands of loyal members we would not be doing as well as we are," says Azam. "The Christmas prize draw is a bit of fun and our way of saying thank you to members for helping making us a leading player in the market."

As well as the standard £5.00 cash welcome bonus, new members will receive five free entries to the prize draw. Users are also rewarded entries for reviewing any of the 1200+ merchants and referring friends.

With one in nine retail purchases now made online, cashback sites like eDealsUK have gone from strength to strength in 2007. Members not only earn cash for making purchases online but entering competitions and completing surveys. Such websites share the commissions paid by advertisers with their members and millions of pounds have been earned in the last five years.

Cashback portals have been featured on the BBC, the *Times*, the *Sun* and This is Money. The BBC has highlighted the popularity of such websites and written that "a new kind of portal is appearing, offering cash back on purchases made".

One of the distinguishing features of eDealsUK is that people receive cash rather than points. For example, members earn £20 simply for applying for an American Express Platinum Business card and 5% on all purchases made at La Senza's online store.

With more support staff than any other cashback site in the UK, eDealsUK has developed a reputation for providing extraordinary customer support. Members are guaranteed a response to enquiries within 24 hours.

About eDealsUK Limited



Since launching in 2004, Yorkshire-based eDealsUK Limited has proven to be a trailblazing internet enterprise and now runs 120 web properties in total. The company has 32 full-time staff, 6 part-time and is actively recruiting for more.

eDealsUK.com has quietly grown to become one of the leading incentive portals with hundreds of thousands of members. A brand new site was launched in the autumn. With a reputation for offering generous cashback rewards and quality customer care, the business is gearing itself for the next phase of growth with an array of initiatives in the pipeline for 2008.

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