

PRESS RELEASE SAMPLE

Adooda launches 'next generation' online trading environment

Brighton-based internet solutions company Adooda Web Design announces the launch of its unique hybrid online trading environment, adooda.co.uk.

Mike Tuckwell, Adooda MD, explains, *"In a world where opportunities for high quality no-cost online advertising are unavailable, we've stepped into the gap. Adooda provides a commercial environment generating high levels of traffic, free advertising exposure and access to discounted internet products and services for registered users."*

Unlimited free Classified Adverts

Adooda's unlimited renewable classified advertising lets consumers and businesses buy and sell goods and services at no cost. There's a simple, intuitive interface for creating colourful, eye-catching adverts and members have editorial control over the content.

Ads can include as many as four images and sellers can choose whether to fix their price or invite offers. There's a choice of payment methods and, along similar lines to e-bay, the Adooda system keeps a note of offers made and received, favourite adverts, sales and purchases.

"The site requires members to submit feedback on all transactions, a practice designed to enhance individuals' reputations as well as improving their future experience with Adooda." Says Mike. *"And questions and answers can be exchanged between users pre-sale, either privately or publicly, which takes much of the risk out of online shopping as well as helping to build a positive community."*

Completely free Business Contact Directory

There's a comprehensive Contact Directory in which business members can create as many as three free listings. Unlike some directories Adooda encourages businesses to place each listing in up to three categories: useful when your business spans several different areas. A general builder, for instance, might specialise in roofing and decorating, so appearing across three relevant categories maximises the chances of being found by his target market.

Free telephone calls and a safe online payment gateway

Adooda partners Nochex and Jajah add extra value to Adooda's core offer. Nochex, the leading independent UK-based online payment company, provides buyers and sellers with a simple, safe online payment service.

Jajah offers free telephone calls between registered users. Unlike most VoIP (Voice over Internet Protocol) telephony providers Jajah is user-friendly. Because it routes calls through ordinary telephones members don't need to buy a special headset, download software or stand in a hotspot to talk to friends or business associates!

Mike's team has included comprehensive help and support, detailed plain language FAQs and Help files on site. Plus, for members needing individual attention, there's an efficient ticket-based support system where they can ask questions and view queries' status in real time.

Businesses or organisations that don't yet have a website of their own can set up a smart Minisite on Adooda for free, which can also be used as a sponsored link within the classified listings. And for £28 inc VAT a year members can add a website link from their free Adooda directory listings.

Mike concludes, *"If our research is anything to go by, Adooda is set to take off in a big way. Today's businesses are very aware of the value of online exposure. From a commercial standpoint there's a huge demand for good quality free and low cost advertising. As far as consumers are concerned, we know they respond well to new e-commerce opportunities. The internet's still in its infancy and there's plenty of room in the market for a fresh way of treating classified and directory advertising."*

