

The National Pages

Media Release

Ref: SWS/JEN005

April 21, 2008

The National Pages Taunton launch is all in the mind

A Taunton firm will next week unveil an innovative new internet search tool which is expected to become as big as current market leader yell.com.

The National Pages will be given a national premiere at a launch event being held in the Holiday Inn, Taunton, on Monday evening.

It will be the first of a series of roadshows which are scheduled to travel around the country introducing The National Pages to businesses in every region.

Two hundred Somerset business people will attend Monday's invitation-only event, which features a performance by internationally-known psychological illusionist Paul Stockman.

During his show, Paul Stockman will have three 'gold tickets' hidden in five sealed envelopes to be won by members of the audience, giving them three years' gold package advertising on The National Pages worth £900.

He will be using his powers of the mind to influence the audience to choose the empty envelopes so he can keep the gold tickets for himself.

However, everybody who attends Monday's launch of The National Pages can be a winner, because they will have an opportunity to purchase a £300 annual gold package for just £45 - of which £10 will be donated to the charity Somerset Cancer Care.

The National Pages incorporates an array of search features which make it the most powerful web-based tool available for anybody wanting to find a business or service anywhere in the country.

It already has 2.5 million UK businesses in its database and they can be searched by distance from a location, by product, by category, and by name.

Other technological advances incorporated into The National Pages include predictive suggestions to save having to type a full word into the search boxes and to assist with alternatives, an interactive map to show exactly where a business can be found, and a better design of screen image making it easy to read.

The company behind The National Pages is Taunton-based Somerset Web Services, which originally developed from a firm building software and intranets for large banks and corporations.

It now specialises in web design and web-based application developments for small to medium size businesses and other organisations, including local councils.

Somerset Web Services managing director Nigel Finch said: "The National Pages grew out of a frustration with existing search tools which, for instance, when you look for a Chinese restaurant in Taunton may actually give you restaurants in Burnham-on-Sea or Wells.

"We have developed a powerful site where people can quickly find exactly what they are looking for, without having to type in exactly what they are looking for.

"Whether it is a butcher, baker, or candlestick maker, you can find it quickly and easily in The National Pages."

The National Pages can be found at www.thenationalpages.co.uk.

More information about Somerset Web Services, which is based in Victoria Street, Taunton, is available by telephoning 01823 353760 or emailing info@somersetwebservices.co.uk or visiting the website www.somersetwebservices.co.uk.

- Our photograph shows mind illusionist Paul Stockman (left) and Somerset Web Services managing director Nigel Finch with some of the gold tickets which are available to be won at the launch of The National Pages.

ENDS

Notes for Editor:

- A jpeg is attached to this media release, for which a caption is included in the text above
- Queries on this media release can be directed in the first instance to Julia Netherton or John Thorne, M2S Media, PR consultants to Somerset Web Services, on 01823 663146 or email julia@m2smedia.co.uk or john@m2smedia.co.uk