

The National Pages

Media Release

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The National Pages Exeter launch is all in the mind

Two hundred local business people will attend the unveiling in Exeter on Monday of 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 Devon premiere at the invitation-only event, which is being held in the Thistle Hotel, Queen Street, at 6 pm.

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

The Exeter launch features a performance by internationally-known psychological illusionist Paul Stockman.

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

But 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 Children's Hospice South West.

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 Exeter may actually give you restaurants in Tiverton or Honiton.

"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 The National Pages is available by telephoning 08456 219 219 or emailing enquiries@thenationalpages.co.uk or visiting the website www.thenationalpages.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