

# The National Pages

## Media Release

Ref: SWS/JEN011

July 9, 2008

### **Cancelled show is setback for Somerset firm**

The cancellation of a major business show in Wales has been a big disappointment for a Somerset firm which planned to unveil an innovative new internet business search tool for customers in the Principality.

The National Pages had put a lot of time and resources into preparing for next week's Ideal Business Show, which was due to be held in the Millennium Stadium, Cardiff.

But the show organisers have now cancelled it and rescheduled at a new venue in September, citing the potential effect of next week's local government workers' strike as the reason.

The National Pages, based in Victoria House, Taunton, is now seeking reimbursement of the cost of producing its show-specific marketing material.

The company has grown rapidly since The National Pages was launched in Taunton at the end of April, and it was looking to the Wales show to give it a major boost leading to more jobs being created at a time when the UK's economy was slowing.

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 UK.

It is forecast to become as large as the current market leader, yell.com, with dozens of new jobs being brought to Taunton.

The National Pages managing director Nigel Finch said: "We are hugely disappointed with the cancellation of this show, which is a real setback for us.

"We invested a lot of time, effort, and money in creating a stand which would attract visitors and show them the power of The National Pages and we developed a comprehensive marketing campaign around it.

"We were looking to employ lots more staff on the back of the new business which the Cardiff show would have brought to us, but now we will have to rethink our growth strategy."

The National Pages 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.

Mr Finch said: "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 company behind The National Pages is Somerset Web Services, which has its headquarters in Taunton and which originally developed from a firm creating 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.

The National Pages can be found at [www.thenationalpages.co.uk](http://www.thenationalpages.co.uk).

Anybody who would like more information about The National Pages, can telephone 08456 219 219 or email [enquiries@thenationalpages.co.uk](mailto:enquiries@thenationalpages.co.uk).  
ENDS

**Notes for Editor:**

- The Ideal Business Show had been scheduled to run over two days on July 16 and 17
- Queries on this media release can be directed in the first instance to Julia Netherton or John Thorne, M2S Media, PR consultants to The National Pages and Somerset Web Services, on 01823 663146 or email [julia@m2smedia.co.uk](mailto:julia@m2smedia.co.uk) or [john@m2smedia.co.uk](mailto:john@m2smedia.co.uk)