

The National Pages

Media Release

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The National Pages wins Somerset 'e-business of year'

A rapidly growing internet-based firm has won a prestigious Somerset business of the year award in only its first year of trading.

The National Pages, an innovative and powerful internet business search tool, was launched just six months ago in Taunton.

It was judged Somerset's e-business of 2008 at the Somerset Business of the Year awards co-sponsored by Somerset Chamber of Commerce and the Federation of Small Businesses.

The National Pages managing director Nigel Finch said: "We were both delighted and completely taken by surprise when we realised we had won, because being such a young company we did not expect to receive such recognition so quickly.

"The award reflects all the hard work put in by The National Pages staff to create the most powerful and fastest web-based tool available for anybody wanting to find a business or service anywhere in the UK.

"There were a lot of other high quality entries for the e-business category and I think what clinched the award was that the judges could see how beneficial The National Pages is for every other small business out there in Somerset battling to win orders and trying to be successful.

"They liked the excellent value on-line advertising we offer, which is particularly appealing to small businesses as they can calculate a return on investment - something they could not do with traditional printed directories and many of the longer-established on-line directories.

"We set out from the very beginning to deliver value for money, and businesses which have taken up the £45 option for a three-page self-managed website within The National Pages have said they cannot really go wrong at a price which is less than £1 per week."

The National Pages, based in Victoria Street, Taunton, is predicted to grow to such an extent that it will rival market leaders such as yell.com.

It already contains more than 2.5 million UK businesses in its database which can be searched by name, by distance from a town centre, by product, and by category.

The National Pages took three years to develop before it was launched in April of this year.

The idea grew out of frustration caused by the way existing search engines frequently offered unconnected links sponsored by large firms which could afford the expense, rather than presenting the actual business name being searched.

The company which developed The National Pages was website design and search engine optimisation specialists Somerset Web Services, which is also based in Taunton.

The National Pages can be found at www.thenationalpages.co.uk and anybody who would like more information can telephone 08456 219 219 or email enquiries@thenationalpages.co.uk.

- Our photograph shows The National Pages managing director Nigel Finch (second from left) celebrating the company's e-business of the year award with (left to right) senior product designer Chris Kennedy, senior technical architect Russ Taylor, PA to the managing director Annette Finch, senior sales executive Adam Leaver, and software engineer Paul Underwood.

ENDS

Notes for Editor:

- A jpeg is attached to this media release (radio stations excepted) 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 The National Pages and Somerset Web Services, on 01823 663146 or email julia@m2smedia.co.uk or john@m2smedia.co.uk