

RATEDPEOPLE.COM UNVEILS NEW LOOK AND FIRST EVER TV ADVERT

London, England. 16th September 2011: RatedPeople.com, the UK's leading online service for connecting homeowners with quality local tradesmen, is pleased to announce it is launching its first ever TV campaign.



The 30 second commercial, which also reveals a brand new logo for the business, explains the simple process for finding quality, proven, and highly regarded tradesmen in your local area. The initial burst of activity will test-air in Scotland on ITV1, Channel 4 and Five and will run for four weeks, with the company planning a substantial national roll-out in 2012. There will also be a simultaneous radio campaign. (The advert can be viewed at <http://bit.ly/qwCQ1y>)

RatedPeople.com was founded in 2005 by Andrew Skipwith after a builder walked out on a job half way through a major home renovation project. His mission was to offer a way for homeowners to connect with the very best local tradesmen, and in turn, good tradesmen would have access to quality business leads all year round. The tradesmen receive their ratings after a job is complete, when the homeowner posts a review of the work carried out on the site based on quality, reliability and value for money.

The business has been growing at 50% per year over the last few years and has generated more than £1 billion of home improvement and repair jobs (submitted by homeowners) over the last two years. By measures of site traffic, jobs posted and trade value created, RatedPeople.com is the clear market leader. Last month it processed nearly 30,000 jobs through its website and is on track for another record revenue year.

Speaking about the latest developments, RatedPeople.com Chief Marketing Officer Tariq Dag Khan said: "Now firmly placed as the market leader, we are excited about the potential to meaningfully capitalize on our market momentum and to continue to grow our category. We are also beginning to explore natural extensions to the value we deliver, for both homeowners and tradesmen.

Coupling our strong online presence with smart, strategic offline investment, which includes TV and radio, creates unique opportunities for our business and for us to position our brand.”

He continued: “With the economic recovery uncertain and the housing market directionless, we are hearing from our homeowners that they would rather ‘improve than move.’ This, of course, benefits our tradesmen. We believe the timing is perfect to be making this significant investment.”

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For further information: including images and cost comparisons or to set up an interview please contact: press@ratedpeople.com

About RatedPeople.com

RatedPeople.com is the UK’s largest trade recommendation service that connects homeowners with over 30,000 quality, local tradesmen nationwide.

Homeowners who are in need of a tradesman can post jobs for free on RatedPeople.com and receive quotes from up to three interested tradesmen.

Only homeowners who have found their tradesman through RatedPeople.com can leave ratings, so they are always based on genuine experiences from previous customers. These ratings, based on quality, value and reliability, allow other homeowners to confidently hire a tradesman they can trust.

Further Notes:

- RatedPeople.com posted £7m in revenue in 2010
- RatedPeople.com has grown at 50% per year during the last five years
- Ratedpeople.com generates more than 500,000 site visits per month
- RatedPeople.com processes more than 250,000 jobs every year
- RatedPeople.com is the leader among competitors for share of traffic, job posting and revenue
- RatedPeople.com recently raised £3m in growth capital from Frog
- RatedPeople.com recently strengthened its management team, bringing onboard Tariq Dag Khan, as CMO (NetJets Europe, StepStone), Peter Northwood as COO (HomeServe) and Bill Simmons as CFO (MySpace)