



February 2006

GUMTREE.COM LISTINGS HIT FOUR MILLION, AS NEW PHOTO TOOL FUELS GROWTH

Listings on Gumtree.com hit the four million mark today, as the free classified ads and local community website continues to flourish.

The roots of Gumtree.com's record posting lay in a tree of a different kind, with a London user seeking a new home for their free Ficus tree, worth over £100. The ad was posted in 'Stuff for Sale' category under the Freebies section – see following link for details <http://www.gumtree.com/london/95/3999295.html>

The record figures come as new site developments are set to further enhance the Gumtree.com experience. A photo manager tool now allows users to easily upload up to three images alongside their ads, without having to use a third party site, whilst a number of new categories recently introduced include rideshare and pets. New chat forums for all the major categories such as friends/partners, jobs, accommodation have also been added.

Sophy Silver, Gumtree.com spokesperson, says: "With our users posting 8,000 new listings every day, it's phenomenal to see the site's content growing 100% year on year – and the community spirit at the heart of it is flourishing. Gumtree.com has made a real mark as a one-stop shop for whatever you want in life."

Launched in 2000, Gumtree.com covers 31 cities throughout the UK and Ireland, offering a million free-spirited unique users a month the means to find whatever they need locally. From living accommodation or a job, to friends, local goods for sale, a ride to work, a pet or voluntary work – the site offers the ultimate connective experience, receiving over 70 million page impressions every month.