



News Bulletin – 16 October 2007

FANS SCRUM TO SEE ENGLAND TRY FOR WORLD CUP DOUBLE

Whether it's swapping tickets for a lift to Paris or offering up a bed for the night, rugby fans are flocking to Gumtree.com to beg, borrow or even pay face value for tickets to see England against the Springboks this weekend.

Gumtree, the UK's biggest website for local community classifieds, has seen unprecedented demand for the Rugby World Cup – with no other sporting tournament receiving this much action since the site was launched in the UK.

The number of rugby tickets for sale by disgruntled Kiwis, Aussies and French fans has rocketed since England won the semi-final – with an increase of 509% since Saturday's match.

Ads mentioning "Rugby World Cup" are increasing by an average of 242% per day and instances have gone up a staggering ten times in total since England's victory over Les Bleus.

For those lucky enough with a ticket but unable to find a way to the Stade de France, rideshare listing have increased by over half while listings offering flight tickets* are up 50%.

Sophy Silver from Gumtree.com said: "Gumtree has seen a phenomenal increase in postings of fans desperate to see England attempt the double and defend its crown. These trends look set to continue as rugby fever reaches its climax and fans continue to go to any length to see their heroes take to the

stage.

“While fans are excited about the game it is important to not let your heart rule your head. When buying tickets online it’s vital to be cautious, ask questions and most importantly, ask to meet face-to-face to see the tickets before handing over any cash. My motto has always been, if it’s too good to be true, it probably is. Let’s hope England can prove me wrong this weekend.”

- Ends -

Notes to Editors

*Only those that are transferable are allowed for sale on the site

For more information or case studies please contact the Gumtree press office at Lexis Public Relations on 020 7908 6589 or email gumtree@lexispr.com

About Gumtree.com

- Gumtree.com was created in London in March 2000 and now covers 60 cities across 6 countries - the UK, Ireland, Poland, Australia, New Zealand and South Africa
- It is the UK's biggest website for local community classifieds including flat share, flat rentals and jobs
- Some Fast Facts
 - 20,000 new ads in a day
 - 100,000 new ads in a week
 - Half a million new ads in a month
 - Three quarters of a million ads live on the site at any one time
 - 150 million page impressions every month
 - Around 3 million visitors a month
 - Gumtree.com users spend 5,360,000 minutes on the website each month
- Gumtree is your local community online. Home to all the things you'd expect from your local community; a place to find and advertise rooms, flats and houses, a notice board for selling and buying stuff, somewhere to find job or a date even just to chat with friends