

News Bulletin: 04.12.2007

GUMTREE IN TOP 10 GOOGLE SEARCH TERMS

Gumtree.com, the community classifieds website, was today announced as one of the top 10 most searched for terms on Google.

Google's Zeitgeist results for 2007 were published today, giving a fascinating insight into what Brits search the most for through the world's leading portal.

Facebook, YouTube, Bebo and MySpace, Club Penguin, Wikipedia, Stardoll, wiki, eBay and Gumtree made up the top ten.

Gumtree is a free local classified listings for flatshares, rentals, jobs, buy/sell, dating, events, travel and business services for London and 74 cities in eleven countries. The site has over six million unique users a month, with its share of UK Internet visits increasing 69% year-on-year.

The Google ranking reflects Gumtree's remarkable growth in 2007, with analysts identifying the classifieds site as one of the fastest growing websites in the UK (source: Hitwise Intelligence).

Commenting on the results, Sophy Silver, spokesperson for Gumtree said, "This is a fantastic result for us and represents a significant milestone in what has been Gumtree's biggest growth year to date. There's little surprise to find the world's leading social networking sites in the top 10, but for a free local community classifieds site to make it into the top ten most searched for terms on Google is extraordinary and a real boost for us.

"Search is a massive driver of traffic to Gumtree, so today's Google ranking is a positive indicator of growth for the year ahead. The news comes at a good time, as we're rolling out significant product changes to the site that will enhance the user experience."

Gumtree, entered the top 20 Shopping & Classifieds websites in May 2007, based on share of UK visits (source: Hitwise UK). Share of UK Internet visits to Gumtree increased 69% year-on-year in May, 35% in the past six months and 9% in the past month.

Further comment and interviews with spokesperson are available. 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, and US 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:

- Half a million new ads in a month
- 20,000 new ads in a day
- 100,000 new ads in a week
- One million ads live on the site at any one time
- 150 million page impressions every month
- Over 6 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.