



GUMTREE GROWS TO TOP 50 AND GOES GOLD

The Gumtree.com story started a new chapter as they celebrated breaking into the Top 50 most visited websites in the UK for the first time* - and received a Gold Award from Web User as the UK's Best Community Classifieds website.

The most clicked community classified site in the country, Gumtree.com recorded their highest ever traffic figures with 536,000** unique UK users - including 428,000 Londoners - who visited the website to find everything from a flat, job, date, nanny or salsa partner.

Growth for Gumtree.com is set to get bigger even still following the April launch of a further 11 Baby Gum community classified sites in the UK and Ireland. The new sites - which include the first ever Gumtree county, Kent - were created as a result of demand and will help bring people closer together to fulfil all their local needs.

Web User magazine chose Gumtree.com ahead of both Loot.com and Craig's List as the UK's Best Classifieds Website.

According to Daniel Booth, Features Editor at Web User, 'Gumtree won our Gold Award because it's wonderfully easy to use, has a vibrant online community and, most importantly, carries a huge number of adverts across a broad range of categories.'

Michael Stephanblome of Gumtree.com added, 'Gumtree.com is growing so quickly because it delivers. More and more people are discovering and coming back to the site because whatever it is they want, there will be someone locally who has the solution.'

'It's fun, free and for an increasing number of people it is becoming a byword for an alternative way of life. Gumtree.com is the fulfilment of online communities changing the way people meet, interact and do business.'