



Tuesday 14th August 2007

Gumtree.com branches out to the USA

Local classifieds site to target ex-pat communities in

Boston, NYC and Chicago

Gumtree.com today announced plans to launch in the United States, targeting British, Polish and Antipodean ex-pats.

Launched on the back of sustained demand from three of the biggest expatriate community groups in the US, Gumtree will initially roll-out its free local classifieds offering in Boston, New York City and Chicago.

While their platforms and target audiences differ markedly, the move will see Gumtree moving into a space dominated by Craigslist and eBay's recently launched US classifieds service, Kijiji.

Live to site on Tuesday 14th August, Gumtree US will service the estimated two million* Polish, British and Antipodean ex-pats based in America.

Commenting on the expansion, Martin Tschopp, GM of Gumtree International said: "As the classifieds market leader in the UK, Gumtree is now in a solid position to play a bigger role globally. The online classifieds market is experiencing phenomenal growth and the US is the biggest market in the world."

"Our global expansion and launch in the US is very exciting for us but we will continue to remain true to our local heartland. Offering free classifieds to local communities is what we are all about and this is what our existing users and the ex-pat communities across Chicago, NYC and Boston have asked us for.

"As with other countries, our success in the US will depend on attracting great community-generated content. The ex-pat community is by its nature a transitory population, and so we expect the core site offerings of flats, jobs, cars, for sale and dating to serve the needs of this niche audience."

Gumtree's grass-roots US launch campaign will focus primarily on tactical local media relations, supported by paid and natural search optimisation. As with other launches outside of the UK, Gumtree expects positive word-of-mouth advocacy among its 5 million user base to be a powerful tool to grow the US audience and enlist support around the launch.

The launch marks a busy expansion period for the UK's biggest free local classifieds site, which launched successfully in Hong Kong and Singapore in July.

For more information or case studies please contact the Gumtree press office at Lexis Public Relations on 020 7908 6589 / 0207 9086461 or email amcgrath@lexispr.com

Notes to Editor

* Source: US Census data

About Gumtree.com

- Gumtree.com was created in London in March 2000 and now covers 70 cities across 8 countries - the UK, Ireland, Poland, Australia, New Zealand and South Africa, Asia and US!
- It is the UK's biggest website for local community classifieds including flat share, flat rentals and jobs
- Some Fast Facts
 - 1 million live ads at any one time!
 - 20,000 new ads in a day
 - 100,000 new ads in a week
 - Half a million new ads in a month
 - 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
 - 100,000 jobs live at any one time, making Gumtree the UK's largest jobs site
 - 10 millions ads on Gumtree since it launched!
- 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