



FreeIndex Press Pack 2011

Press Initial Contact: Harriet French

Email: pr@freeindex.co.uk

1. About FreeIndex

FreeIndex is a UK business information site which provides **sales leads** to businesses by providing **in-depth information** to consumers.

Visited by over 1.5 million people every month, FreeIndex allows all UK businesses to create a comprehensive online profile to showcase their products and services. These profiles help consumers to make informed choices when choosing a service provider.

Unlike all other UK directories, it's completely free for businesses to advertise on the site and therefore FreeIndex is under no obligation to promote one company over another. The top listing positions on FreeIndex go to the companies that have the best ratings and reviews from their customers, helping consumers to quickly find the best local service providers as voted for by others.

The site is funded by discreet third party advertising and the business has been profitable since year two. Spam and cold call protection is built into the site.

2. Company History

FreeIndex.co.uk was founded in 2003 by Martin Turner (a web developer) who noticed that it cost a small fortune for businesses to advertise their products and services to local people. Martin's vision was to allow all businesses to create a detailed company profile online for free, which would provide customers with information in a common format.

In 2004 Stephen Bradley (a Software Engineer and an old friend of Martin's), joined the project just as FreeIndex was getting off the ground. Prior to FreeIndex, Martin and Steve built a web development company and between them they have over 30 years experience in developing websites and web applications.

FreeIndex became a Ltd Company in 2005 and started to be recognised as an effective online marketing tool for SME's, and a valuable consumer information service. Additional staff were recruited to help manage the day to day activities and to allow Martin & Steve to focus on developing new features for the site.

FreeIndex has been continuously developed since the beginning based on feedback posted on the FreeIndex community forums. Methods were devised to ensure that the businesses who valued the service were not subjected to cold calls and spam often associated with other business websites.

In September 2009 a completely unique 'Quote Request' service was launched in order to provide businesses with qualified sales leads. In a nutshell, the service allows anyone to get

up to 5 quotes from local businesses for whatever they require and compare each of the quotes side by side.

FreeIndex has a small committed team, and in January 2011 the 325,000th business signed up to FreeIndex in the UK. FreeIndex has now launched in the USA (FreeIndex.com) and the number of visitors to their sites continues to rise.

3. Biography - Martin Turner (Managing Director)

Martin Turner, the founder of FreeIndex.co.uk is an internet entrepreneur with a background in web development and design.

Martin is a self taught web developer and designer who is able to visualise and understand business problems and has a passion for delivering great looking, easy to use solutions.

Before creating FreeIndex, Martin ran a web development firm (Function Rich) developing advanced database driven solutions and content management software for clients of all shapes and sizes. Going further back, Martin was the lead developer on high profile sites such as the LionsTour.com, www.theFA.com and Wembley Stadium.com with another firm.



4. Biography - Stephen Bradley (Operations Director)

Stephen Bradley is the co-founder of FreeIndex.co.uk and is an experienced software developer.

His background in software development has seen him develop solutions in a range of languages and he has many years experience in software architecture, user interface design and database systems.

After gaining a degree in IT & Electrical Engineering, Steve started his career in the computer games industry and has worked on projects such as a medical search and analysis tool used by surgeons. Using his experience in both software and hardware, he headed a team designing an under-water computer system used for mine clearance and was instrumental in the development a sub-sea SMS communication system for the Royal Australian Navy.

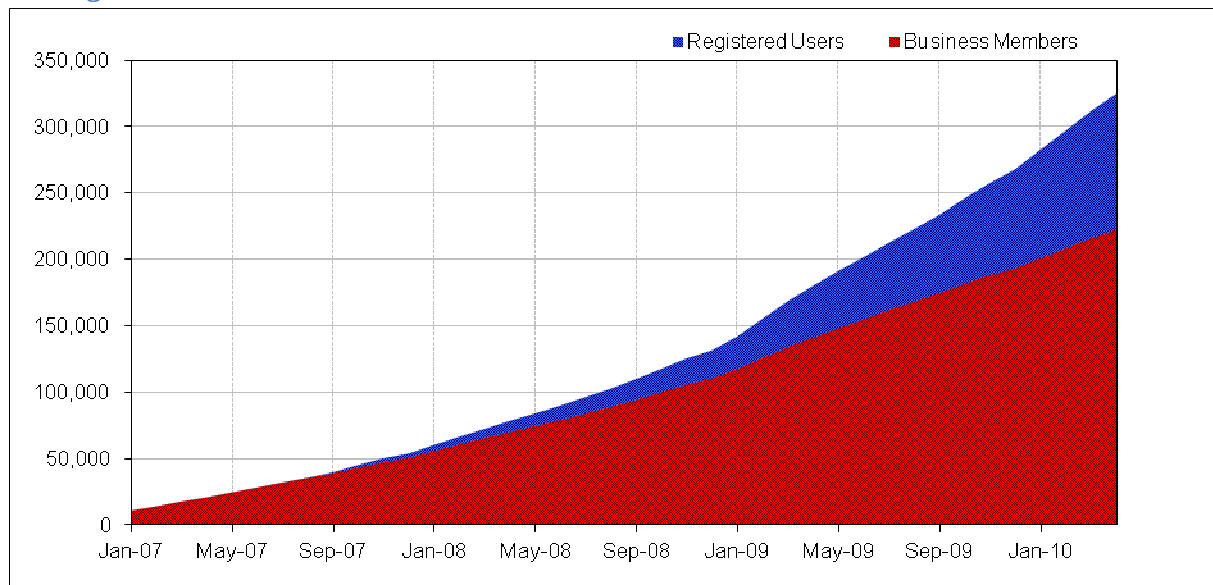


5. Statistics (April 2010)

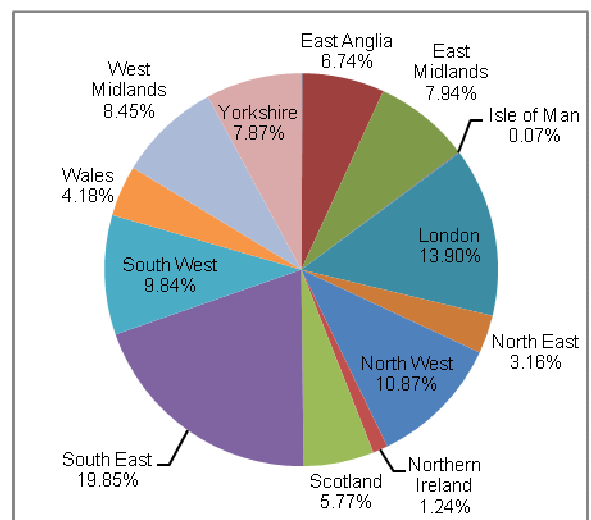
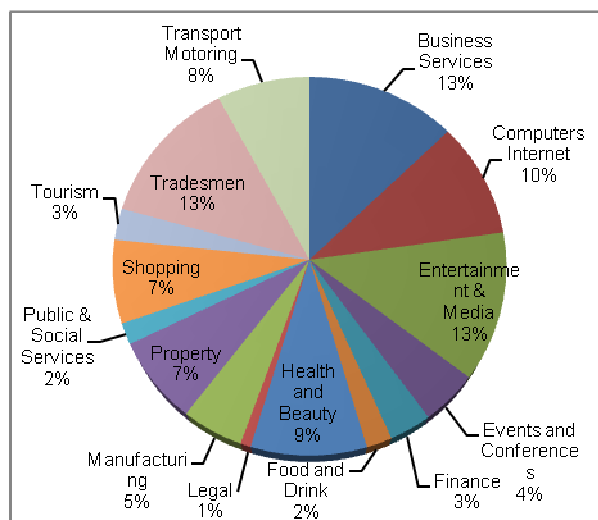
A. Traffic

In January 2011 FreeIndex received in excess of 1.5 million unique visitors per month and more than 4.1 million page views.

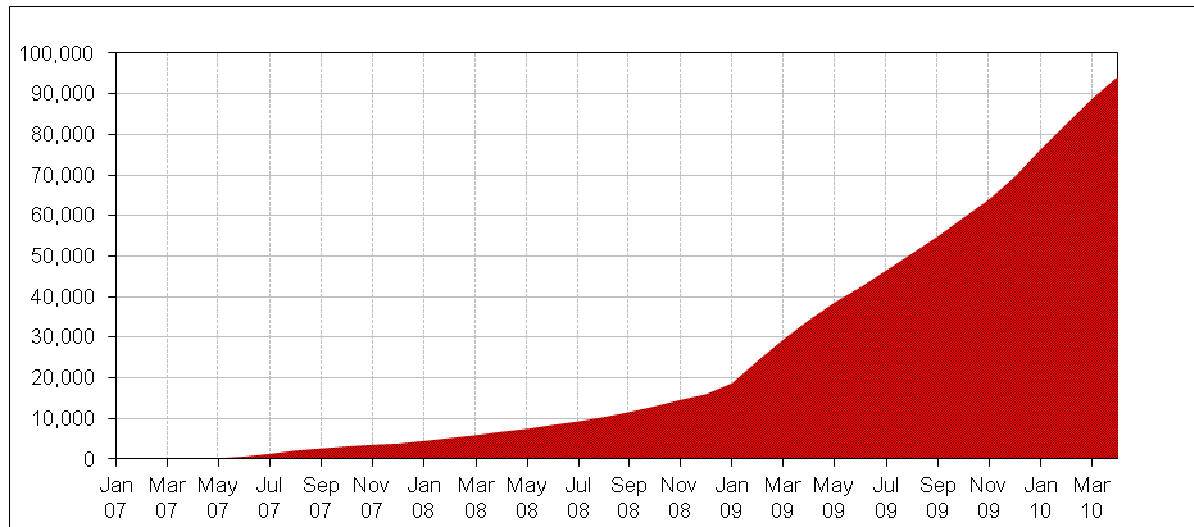
B. Registered Businesses Members



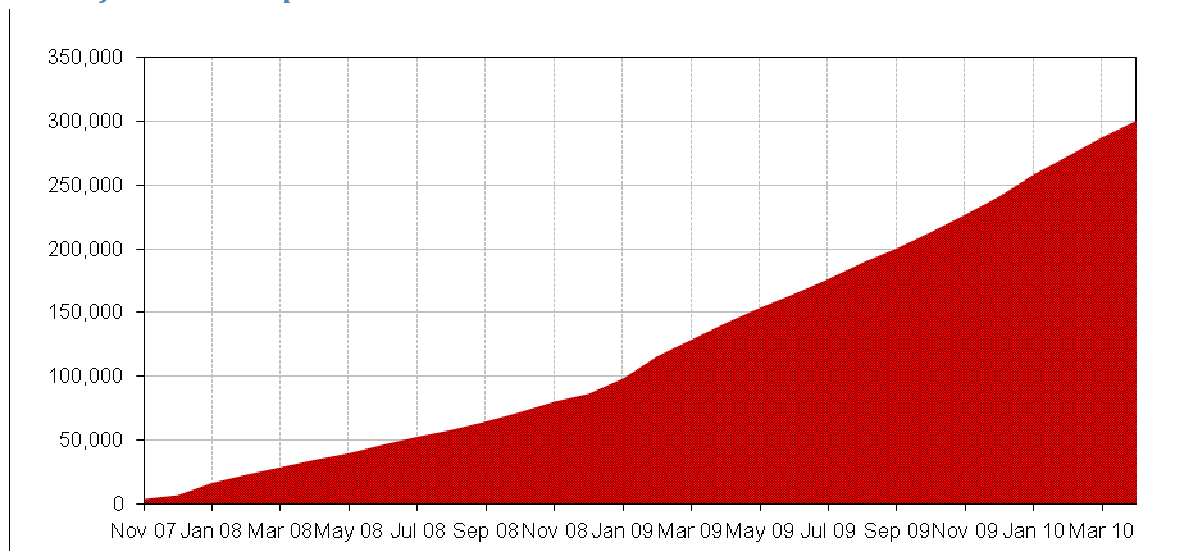
C. Business Members by Sector and Region



D. Business Reviews



E. Profile Pictures Uploaded



6. FreeIndex Logo



7. Further Information

Please don't hesitate to get in touch with us if you have any questions or require any further information.

Initial Contact:

Harriet French

Email: pr@freeindex.co.uk