

Press Release
11th February 2008

The Construction Centre.co.uk remains at the top of it's class

The online provider for information on building products for the public and private sectors of the construction industry announced today that record visitor numbers in January indicated a very successful year ahead. The Construction Centre.co.uk is regarded as an authority site by search engines and as a result has seen a dramatic increase in popularity.

Throughout 2007 The Construction Centre has seen its traffic steadily rising and its proliferation of pages indexed in Google has reached a massive 424,000. The Construction Centre said that due to its vast amount of content and depth of quality information many other website's have established a link network to the site and a strategic optimisation and marketing plan have ensured continual promotion of the site both online and offline.

Angela Gallacher, Head of Press and Marketing said "It is often about keeping things simple by identifying what forms of marketing work and which don't. We decided on a specific and focused approach which has led to respect and recognition throughout the industry. We are now providing comment and expert opinion on issues and events throughout the construction sector and our goals for 2008 are simply to strengthen our position online and further develop the breadth of content on the website."

The Construction Centre also announced a set of enhancements and additional features to the website which are due to be launched during the first quarter. In particular the product manufacturer and suppliers area is set to encompass a plethora of new features including access to specifications, images, products and a secure administration area for manufacturers to update details and information. Manufacturers will also be able to detail new products and technologies in a dedicated section specifically designed to promote these announcements.

Richard Simmons, Managing Director at The Construction Centre said "We are taking on more staff in the next four weeks in order to cope with the enquiries we are receiving from product suppliers. Having proven ourselves in the market we are taking calls daily from new customers who want a first page listing. The beauty of our website is that we can accommodate this for over 99 percent of our customers, we have over 97,000 categories and no limitations as to how many a company can be listed under, as long as they are relevant. It's simple; we generate leads for any company in the building industry who wants to promote their products through a respected and reliable online directory."

The Construction Centre stated it was likely to strengthen its dominance in the provision of online product information to the building industry and would continue to expand and develop the site to enhance and enrich the user experience.

More information can be found at www.theconstructioncentre.co.uk

Notes for Editors:

www.theconstructioncentre.co.uk

The Construction Centre: Number 1 for delivering results on products and people

Targeted at consumers and the building industry, The Construction Centre has the largest online directory containing over 13,000 UK product manufacturers and suppliers with over 97,000 product search terms. Additionally there are over 50,000 contact details for merchants, industry professionals, tradesmen and contractors. Local Authority planning websites, trade publications and jobs can also be directly accessed from The Construction Centre.

Based in Warwickshire The Construction Centre is part of the UK250 Ltd group.

Contact:

Angela Gallacher (Head of Press and Marketing)

Telephone: +44 (0)1926 865825

Email: info@theconstructioncentre.co.uk

Address: 1 Alpha House, Farmer Ward Road, Kenilworth, Warwickshire, CV8 2ED

www.theconstructioncentre.co.uk