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BROADBANDCHOICES.CO.UK TO PROVIDE COMPARISON SERVICES TO COMPARETHEMARKET.COM

www.BroadbandChoices.co.uk, the UK's leading Ofcom accredited broadband price comparison site, is to partner with comparethemarket.com to provide broadband, home phone and digital TV comparison services.

Broadbandchoices.co.uk won the partnership through a competitive pitch and will give customers of comparethemarket.com the confidence of using an Ofcom accredited calculator when comparing broadband packages. Broadband services have enjoyed massive growth in the UK over recent years with 16.5 million households now online*. The burgeoning number of ISPs and different broadband packages on the broadband market further proves the need for a reliable and comprehensive source of comparative price information.

Michael Phillips, Product Director, BroadbandChoices.co.uk, said:

"We are delighted to be partnering with a leading comparison service such as comparethemarket.com to provide their customers with even more ways to save money. The credit crunch has bitten into consumers' disposable incomes and securing the best broadband deal to fit their specific needs saves them money when they most need it. With the BroadbandChoices.co.uk powering the comparethemarket.com website, together we can now offer more consumers more ways to cut down their monthly outgoings."

Andrew Stocks, senior manager of product development, comparethemarket.com said:

"At comparethemarket.com, we are constantly striving to improve and update the service we provide our customers, and this new partnership with BroadbandChoices.co.uk helps achieve this. When looking for a partner, we were consistently impressed with the high quality of the BroadbandChoices.co.uk Ofcom accredited comparison service, which ultimately led to our decision to offer their services through our website. We look forward

to giving visitors to our site the benefit of BroadbandChoices.co.uk's expertise in this area, and even more ways to save money"

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* Source: Office for National Statistics; 'Internet access 2008'

Notes to editors

For further information please contact:

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About BroadbandChoices.co.uk: <http://www.BroadbandChoices.co.uk>

BroadbandChoices.co.uk is the second biggest dedicated broadband comparison service in the UK and is one of only two sites to have had its calculator accredited by Ofcom. Unlike other comparison sites, BroadbandChoices.co.uk doesn't just focus on price but total package value, offering consumers impartial advice and access the latest broadband deals to help them make the right choice.

What makes BroadbandChoices.co.uk different?

- Broadband comparison calculator accredited by Ofcom (one of only two accredited UK services)
- Most comprehensive range of broadband consumer guides and advice
- Variety of ways to rank and compare broadband packages according to individual needs
- Detailed package information on over 100 UK broadband packages
- A community of like-minded people where you can read reviews and share your thoughts
- Up-to-date information regarding key industry developments
- Access to practical free, downloadable software tools (*speed tester & download monitor*)

About comparethemarket.com

comparethemarket.com was launched in 2006 as a motor insurance comparison site, offering customers a wide range of competitively priced insurance quotes instantly online, from over 400 insurance prices.

As well as insurance, **comparethemarket.com** now also offers comparisons on credit cards, loans, current accounts and savings accounts.

comparethemarket.com actively selects its brand partners to ensure quality service to consumers.

In June 2007, **comparethemarket.com** started a year-long sponsorship of Channel 4 drama as part of a significant brand investment.

comparethemarket.com is a trading name of BISL Limited. BISL Limited is authorised and regulated by the Financial Services Authority.

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