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FOR IMMEDIATE RELEASE

WINDSOR TELECOM GETS READY FOR FINAL OF DORSET WEB-BUSINESS CHALLENGE

A Dorset telecommunications company is gearing up for the finale of a county-wide business challenge, designed to find the website most hotly tipped for online success.

Windsor Telecom, the UK's 2nd largest provider of 0845 numbers, based in Poole, is to take on three other finalists at e-Den2 on September 18th, as the five-month contest reaches its climax at Bournemouth University.

Each candidate will present their website for a second time to a panel of web-business experts who will decide the overall winner of the competition. This judgement will be based on the business that has best used the advice given to it by the e-Den judges at the qualifying heats.

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Windsor Telecom is up against CreditPlus, TDSi and Me-mo for the title.

Prizes for the victor will include: a £6,000 server package, £2,500 of web development work and £1,000 membership of a business entrepreneurs group.

Windsor Telecom's marketing manager, Mark Adams, is representing the company, which also supplies online call management systems alongside its memorable telephone numbers.

Adams said: "We were in the process of completely redesigning our website when the opportunity to take part in e-Den2 presented itself. We wanted to ensure that our new site gave our customers and web-visitors a truly enjoyable experience, with improved navigation and totally relevant and useful information that was easily accessible. I knew that the feedback and advice offered by the panel would help us to achieve this aim and this was my primary incentive for entering the competition."

Windsor Telecom relaunched its website in August and Adams is looking forward to showing the new look site to the e-Den2 panel:

"I can't wait to hear what the judges have to say about our brand new site, which now features; comprehensive case studies of our client base - including eBay Motors and Sony, price comparison graphs, up-to-date news and our 03 blog that focuses exclusively on the new 03 number range. We have also started offering our customers cheap business calls too, which takes precedence on our new homepage."

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Neil Sherring, chief executive of Windsor Telecom added:

“After six months of hard work, the new look windsor-telecom.co.uk is up and running and we’re delighted with the results. It’s easy to navigate and clutter free; which is often difficult to achieve when presenting detailed information about our growing product list. The site now includes short demos of our popular call management systems, including Vision, our online call statistics package. We have already received extremely positive feedback from our customers about the new website and we are all eager to hear the judge’s thoughts at the e-Den2 final.”

For more information about Windsor Telecom, visit www.windsor-telecom.co.uk

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NOTES TO EDITORS:

For more information please contact Mark Guy, Public Relations Officer at Windsor Telecom on 0845 230 1660 or email mark.guy@windsor-telecom.co.uk

Windsor Telecom:

- Windsor Telecom is working towards Investor in People status.
- Windsor Telecom is the UK’s leading provider of memorable phone numbers and inbound call solutions.
- Windsor Telecom provide bespoke call plans and services which give customers incredible flexibility and control over their inbound calls, without any technical knowledge. Solutions will enhance productivity and sharpen competitiveness.
- Business XL magazine, an award winning magazine for growing companies, voted Windsor Telecom a ‘21st Century Business Star’ and ‘One of the best 50 companies in the UK today’.