

Press Release Contact Information:

Leslie King
BT Tradespace
Senior Media Relations Manager
81 Newgate Street
London, England
United Kingdom, 020 7356 5
Voice: 020 7356 5383
E-Mail: [Email us Here](#)
Website: [Visit Our Website](#)

BT Tradespace drives signups with new affiliate programme

BT Tradespace strengthens affiliate marketing partnership with Tradedoubler and buy.at

/24-7PressRelease/ - LONDON, UK, August 30, 2008 - BT Tradespace has announced it will work with TradeDoubler and buy.at to manage its affiliate marketing programmes in the UK.

The new programmes look to drive increased awareness of [BT Tradespace](#), further supporting its online strategy and extending business reach.

As part of the focused online drive, BT Tradespace will also be running complementary email and banner campaigns as well as Pay-Per-Click activity. Utilising TradeDoubler's and buy.at's performance-based services means publishers will be rewarded for each new Tradespace set up ensuring enhanced programme performance in terms of earnings per click.

BT Tradespace is a unique and dynamic online community that brings small businesses and individual sellers together with potential customers and partners to do business.

With more than 170,000 businesses already signed up, the service, which is free to join, allows businesses to quickly and easily create and post content on the web and link to complementary businesses.

Each BT Tradespace member's page includes space for [business advertising](#), allowing them to add blogs, photos, podcasts, contact information, maps, virtual business cards and Click-to-Call. Businesses can also join the [online community](#) - making BT Tradespace a customisable and multi-dimensional site for marketing and interaction.

Jen Mowat, Director of Online Services, BT Business, said: "We are continuing our commitment to our customers through investment in our [marketplace](#), and TradeDoubler and buy.at provide a trusted and credible service for supporting our online strategy."

She continued, "This programme builds on the work we've done to date and allows us to deliver a tailored approach for customers, so they get exactly what they need to market their company, network, sell products and services and ultimately drive their business."

Lara Kelly, Client Services Director at TradeDoubler, said: "We are delighted to be working with BT Tradespace on such an important part of its marketing strategy. BT is a trusted brand and we want to build on its success. With a decade of experience in affiliate marketing, we are consistently finding more innovative ways to deliver new services that add value to our clients, and we look forward to a successful programme for BT Tradespace."

Sammy Elazab, Account Director at buy.at, said: "We are excited about the addition of BT Tradespace to our current portfolio of BT products on the buy.at network. We look forward to working closely with BT Tradespace to ensure they benefit from the optimisation of the affiliate channel. buy.at's unrivalled affiliate relationships and cutting edge technology will ensure incremental value to the client."

Notes to editors

For more information contact:

Leslie King
Senior Media Relations Manager
PP A5P
BT Centre
81 Newgate Street
London

EC1A 7AJ
020 7356 5383
www.bttradespace.com

Inquiries about this news release can also be made to the BT Group Newsroom on its 24-hour number: 020 7356 5369.
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About BT Tradespace

BT is one of the world's leading providers of communications solutions and services operating in 170 countries. Its principal activities include networked IT services; local, national and international telecommunications services; higher-value broadband, internet products and services, and converged fixed/mobile products and services. BT consists principally of four lines of business: BT Global Services, Openreach, BT Retail and BT Wholesale.

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