



Ronan Keating Officially Launches Pigsback.com in the UK

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Pigsback.com will be officially launched in the UK on Wednesday, 19th October, 2005 at 6:30pm, in Café De Paris by pop sensation (and Pigsback member!) Ronan Keating.

PR9.NET October 11, 2005 - Already a big success in Ireland, where it has been developed and trialled since 2000, Pigsback expects to have registered over 1m members in Britain and Ireland by 2006.

Founder and CEO, Michael Dwyer said: "It's taken us five years to achieve our goal of launching Pigsback in the UK. Like many early dotcom companies, we bunkered down and focussed on our product and on profit. We are delighted to be part of a new wave of opportunity and optimism among Internet businesses."

The launch will be attended by members of Pigsback.com, its clients, UK and Irish shareholders and a host of celebrities.

Pigsback.com has already become an online phenomenon with over 100,000 UK members registering in only two months. Pigsback provides exclusive offers, interactive fun and liberally dishes out PiggyPoints (each worth a penny). Members can exchange their PiggyPoints for gifts such as cinema tickets, shopping vouchers, CD/DVD vouchers, restaurants and travel, in fact just for registering each member receives 150 PiggyPoints or £1.50.

The site is fun, incredibly engaging and very rewarding.

The service is free to the public, being funded by the advertising revenue from companies who want to connect with the online public.

"The initial reaction to Pigsback.com in the UK has been extremely encouraging", said Michael Dwyer, CEO and founder of Pigsback.com. "We have already had over 100,000 people register on the UK site. This has far surpassed our initial expectations and we expect 500,000 members in Britain in our first year."

Pigsback.com already has a highly impressive array of over 80 partners in the UK including Blockbuster, lastminute.com, Dell, Champneys, Virgin, UGC Cinemas, Ebay, CDWOW!, Wagamama and restaurants such as Fifteen and Lindsay House.

Pigsback.com operates to its proprietary Empathy Marketing® guidelines, putting the consumers' interests first always. This means a strict No Junk Mail Guarantee and a rigid Privacy Policy (personal information is NEVER sold or rented to third parties).

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About Pigsback.com Ireland

Pigsback.com was launched in Ireland in July 2000 by Michael Dwyer. The site has over 250,000 members in Ireland and already over 100,000 in the UK. According to JNIR (Joint National Internet Research, Ireland) is the 6th most visited website in Ireland. It counts Kellogg's, Lever Faberge, Jacob's, Coca Cola, Ford and Pernod Ricard among its over 200 client brands. Pigsback.com accounts for over 30% of the online spend in Ireland.

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About immediate future Limited

immediate future Ltd is an independent public relations (PR) and communications consultancy, specialising in media, creative and digital industries. The team is highly experienced in both corporate and business-to-business PR. We have a proven track record with clients ranging from public and private companies, to 'not for profit' organisations.

The company is founded on three core principles: in-depth industry knowledge, professional standards and accountability. We use these foundations to deliver a holistic approach to reputation management with proactive and creative PR strategies, trusted on- and off-line media relations, and a vast array of PR tactics. The result is high-quality public relations that makes our clients' lives easier and brings real business benefit.

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