



Christmas Bonus for UK Broadband Suppliers

Gruntled.co.uk, December 02, 2005

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Internet Shopping portal Gruntled.co.uk sees sales through major UK broadband providers up by 10% on same period last year.

PR9.NET December 02, 2005 - London, UK - With less than three weeks to go until Christmas, broadband internet connections look like weighing down Santa's sleigh this year. Online shopping portal Gruntled.co.uk is already seeing a 10% increase in broadband orders through major UK broadband suppliers on the same period last year.

"The online rush started at the beginning of November," says Gruntled.co.uk's Ben Padstow, "a week earlier than last year, and already we've seen broadband orders through our partner sites up more than 10% on that period last year. To get broadband by Christmas, consumers will need to get their orders in within the next week, which is expected to be one of the biggest ever for online retailers."

With rumours of a huge high-street slowdown and bricks-and-mortar retailers starting January sales in December, it's clear that the advantages of shopping online - keen prices, convenience and fast comparison across brands - as well as the unusually cold weather in the past few weeks is driving the sign-up of broadband internet connections.

In the UK, it's estimated that nearly 60% of those who use the internet at home do so through a broadband connection. With ADSL now available through most telephone exchanges, and prices falling to around £10-£15 per month, 2006 looks like it will be the year when most of the UK population have a fast internet connection.

Gruntled.co.uk's site at <http://www.Gruntled.co.uk/broadband> is a shopping portal launched in 2001 which puts shoppers in touch with the best value online retailers in various sectors, including broadband, mobile phones, holidays and loans.

Contact Ben Padstow for more information - ben-at-gruntled.co.uk.
Gruntled.co.uk online shopping portal can be found at <http://www.Gruntled.co.uk/broadband>

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About Gruntled.co.uk

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