



The UK's Carphone Warehouse takes 20% Stake in the Future of Shopping

([PRWEB](#)) August 13, 2000 -formed SpotFlash whose unique service will give UK shoppers tailored retail information, direct to their phone.

The first UK trial of the revolutionary new service will be held at Lakeside Shopping Centre in Essex, this autumn. Leading retailers such as Woolworths, Marks & Spencer, and New Look have already signed up for the pilot. They will send "personal messages" via SMS to the mobile phones of registered customers. The message will contain time-limited, special offers for use in each retail outlet. Assuming the trial is successful, the SpotFlash service will be rolled out nationwide using either WAP or the latest wireless technology available.

The Carphone Warehouse's Wireless Internet Services business has moved quickly to secure a stake in SpotFlash following their strong support of the trial and belief in the potential benefits of the service to mobile phone users and retailers.

Charles Dunstone, Managing Director of The Carphone Warehouse said: "The SpotFlash service is a customer-focused flexible service. It will allow customers to receive relevant information, whilst giving them the option to choose which services they require. This is in line with our commitment to offering customers simple, impartial advice. We are confident that SpotFlash presents a unique new marketing opportunity that will soon become an integral part of future retail promotional campaigns."

During the four-month launch period, Lakeside shoppers will be incentivised with "FlashPoints" to register for the free service. FlashPoints can be exchanged for vouchers to spend with participating retailers. Once registered, shoppers only have to activate their phone when entering the centre, to be eligible for receiving promotional details by text message. Shoppers can also choose not to receive messages about particular sectors or from specific retailers.

SpotFlash's CEO, Bill Green, is excited about the company's future and its potential to help retailers connect with their target market. He believes that the strong proposition will translate to a high consumer response. "The SpotFlash service is unique in the UK and we truly believe it will revolutionise the way we shop in the future. Every mobile phone in the country will become an incredibly powerful sales tool for retailers, and a money saver for consumers."

Fully-funded start-up, SpotFlash, was the inspiration of Bill Green, formerly an Associate Partner of Andersen Consulting and a process re-engineering specialist experienced in Internet, voice recognition and loyalty programmes. He quickly appointed Russell Buckley, formerly Director of The Handling Partnership who has 15 years experience in the Marketing industry, along with highly experienced Director of Sales, Michael Pritchard, formerly Group Business Development Director of Seven Worldwide.

For further details, please visit the website at www.spotflash.com or contact:

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Notes to Editors:

Carphone Warehouse background.

The Carphone Warehouse Group PLC is the only pan-European retailer of mobile telephony products and services. It is the leading independent mobile phone retailer in the UK, Ireland, France, Spain, and Sweden, and is a leading such retailer in Belgium and the Netherlands, in each case in terms of market share.

The Carphone Warehouse's business was established in 1989 and has grown rapidly during the 1990s under the leadership of Charles Dunstone, the CEO and Chairman, and David Ross, the Chief Operating Officer. From the outset, The Carphone Warehouse aligned itself with the consumer offering simple, impartial advice in a retail market where most distributors or service providers were tied to one or a limited number of network operators.

The Carphone Warehouse provides a growing distribution platform for the mobile phone network operators and equipment manufacturers in Europe. The Carphone Warehouse has a growing telecoms and related services division, which includes Value Telecom, its own mobile virtual network operator. Carphone Warehouse has also launched an independent mobile Internet portal, Mviva, in which AOL Europe has bought a 15% stake. The Carphone Warehouse has further established a Wireless Internet Services business.

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SpotFlash

Online Web 2.0 Version

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