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**For immediate release**

12th December 2006



**Retail-Charity celebrates the success of their launch and invites you to complete all your Christmas shopping quickly, easily and for free with Harrods, Boots, ebay and hundreds of other top retail brands**

*www.Retail-Charity.com: With hundreds of retail brands under one roof, shop through us, and give to charity at no extra cost*

Tuesday 12<sup>th</sup> December, 2006...Retail-Charity, the first online shopping website portal that donates **half** of its revenue to UK charities of your choice, at no extra cost, celebrate the success of their launch and invites you to complete all your Christmas shopping quickly, easily and for free, with the 12 days of Christmas in the biggest online shopping collaboration known this year yet.

Retail brands such as the ones mentioned below are only a few of the hundreds that support Retail-Charity.

- Harrods
- Boots
- Thorntons
- Marks & Spencer
- HMV
- John Lewis
- Dell
- Oddbins
- Hamleys
- ebay
- Tesco
- Apple Store

Retail-Charity's 12 days of Christmas is giving you the chance to receive all your Christmas shopping for free and with ease, whilst donating to a charity of your choice, at no extra cost.

To qualify, all you have to do within the next 12 days of Christmas is register with Retail-Charity, which literally takes seconds and purchase a minimum of 12 items, any items, at any cost, from any of the retail brands, through the Retail-Charity website, easy!

The winner will receive all the money he or she spent within the 12 days, on all items bought through the Retail-Charity website. The lucky individual will be picked at random and contacted on Christmas Day.

With hundreds of retail brands to choose from, why not do the Christmas shopping you plan to do anyway, whilst giving to a charity of your choice at no extra cost, and treating yourself to a possible free Christmas shopping spree. What more could you ask for!

Since its launch, only 15 days ago, Retail-Charity has had thousands register and shop on line. With the aim of £10,000 to be donated to UK charities by the end of December, it looks as though Retail-Charity is closer to its goal than expected.

So instead of tackling the manic Christmas crowds on Oxford Street, being disappointed with Top Shop not having the size you were looking for or fighting for the last toy your child really wants this Christmas, with someone's granny in Hamleys, why not visit [www.Retail-Charity.com](http://www.Retail-Charity.com) and buy all you need this Christmas, have it delivered to your door and help the charity of your choice at no extra cost.

Its not science its con-science, shopping with one has never been made easier.

**James Thompson, 28, senior business development manager**, *“Not only do I not have time, but I hate shopping in busy crowds. This way I buy what I need at my desk, saving time, avoid those horrendous shopping crowds and donate to charity which I might not have had time to do before!”*

**Parminder Ghosal, 35, mother**, *“If you're a parent, then you'll understand the hassle of taking your 5, 9 and 16 year old shopping. So when on-line shopping became available it was the best thing that could have happened. Retail-Charity has just made it better by housing loads of brands in one place and my buying automatically means I donate to charity, of my choice. Maybe I can be a super-mum after all.”*

**Kelly Trim, 19 yrs, student**, *“I think it's brilliant! Being a student I cannot afford to give a lot to charities, if at all. This way I can buy the things that I need and donate to my fav charity without it costing me anymore than usual. Fantastic, definitely use it again.”*

**Charlie Lau, 27, financial advisor**, *“Great concept, definitely makes it easier to shop without your girlfriend finding out her surprise present and donating to charity at the same time. I am sure she will be proud of me when I tell her.”*

**-ENDS-**

**For more information:**

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NOTES TO EDITORS

### **About Retail-Charity**

Retail-Charity is the first online shopping website portal that donates 50% of its revenue to UK charities. Each time a consumer logs onto the Retail-Charity website and buys from any of the affiliate retail brands, half the commission paid to Retail-Charity for directing the consumer to their chosen shopping website, is donated to charity at no extra cost. Since Retail-Charity is a shopping website portal, any special deals offered by a retail brand will not be affected by shopping via the Retail-Charity website.

The money raised is divided between all charity categories according to the percentages of the consumers vote. Each charity category includes at least one 'big name' charity and consumers are encouraged to suggest their preferred UK charity.

Retail-Charity's morals and principles ensure all causes benefit no matter how big or small. With in each category, 25% of the money allocated is donated to one main charity and the remaining 75% will be spread across all other charities, ensuring all UK charities receive donations. With up to a possible 160,000 registered UK charities, Retail-Charity's aim is to help as many charities as possible and aid them in their cause.

Over xx million people in the UK shopped online last year and it has been predicted that £15billion will be spent online in 2007 due to popular demand. Through Retail-Charity, consumers can purchase a vast range of items from one off flights to weekly groceries, from annual house insurances to everyday clothes, from monthly DIY materials to regularly needed toiletries, all this made easier as it is all under one roof and delivered straight to the door.

With hundreds and hundreds of retail brands such as Harrods, Barclays, HMV, British Airways and Tesco supporting Retail-Charity, shopping for daily to yearly items whilst giving to charity has never been easier.

Retail-Charity: Shopping with a conscience.  
[www.retail-charity.com](http://www.retail-charity.com)

### **About online shopping statistics**

Internet shopping among UK consumers soared almost 50% in the 10 weeks before Christmas, a report has found. Shoppers spent £4.98bn online during the period, compared with £3.3bn for the same time a year earlier, according to e-commerce trade body IMRG.

For 2005 as a whole, it calculated that spending over the internet in the UK totalled £19.2bn, 32% more than 2004. Overall retail sales rose by 4% in December compared to the same month in 2004, official figures have shown. The figure from the Office for National Statistics was in line with expectations.

IMRG managing director Jo Tucker said the 50% growth in online sales represented a "step change in retailing at Christmas".

Some 24 million UK consumers shopped online in 2005, spending on average £816 each during the year, and £208 in the run-up to Christmas. Pre-Christmas internet sales peaked in the week beginning 5 December, when £653m was spent online. IMRG now forecasts that e-commerce will grow by 36% in 2006, with sales worth £26bn.

"There can no longer be any doubt that the internet is a major part of the retail landscape, and that it will dominate the retail agenda for the next several years," said Ms Tucker.