



Retrospect 2008: UK consumers favoured 'social' shopping

dooyoo.co.uk is best shopping website for 2008

Berlin, 14.01.2009: Social-Shopping - online shopping powered by consumers' advice, bargain hunting and professional reviews - is one of the fastest growing services on the Web. This trend was reflected by social shopping website dooyoo.co.uk having one of its busiest years in 2008, enabling consumers to exchange their opinions on products and services with other consumers in its shopping community.

After an online evaluation where more than 1.5 million European users rated websites on design, navigation and content, dooyoo.co.uk has been named "Best Shopping Website for 2008". The evaluation was conducted Europe wide by Dutch company Metrixlab, and focuses on users' specific usability ratings rather than simply asking web users for their favorite websites. Within the 18 categories 223 sites were in competition.

dooyoo is thrilled with the acknowledgement that it is a leader in trusted shopping communities for online shoppers seeking authentic advice about future product purchases. dooyoo chairman Corinne Lejbowicz comments: "We are more than pleased with the results of the evaluation because it means our efforts to increase the site's overall usability and also the community based features have obviously born fruit. dooyoo has never experienced such involvement and interest in its services as it did in 2008. Consumers have understood that they can make shopping more transparent by getting involved and hence get more out of the Web."

The dooyoo.co.uk shopping community has doubled its activities during the last year with more than 14.000 product reviews being written every month - and this number is steadily increasing. In total, the Pan-European social shopping platform offers consumers more than 2 million consumer reviews spread across 1.5 million products. dooyoo looks forward to similar increases in community activity on their German, Italian and Spanish websites in 2009.



About dooyoo

Founded in 1999 in Berlin, Germany, dooyoo is a European company, offering communication services for consumers (C2C), companies interacting with consumers (B2C) and for companies dealing with other businesses (B2B). dooyoo's dynamic Internet platforms help consumers make informed purchasing decisions as a result of dooyoo members' collaborative commitment and involvement. As a social commerce business, dooyoo's formula of advisor services, social bargain hunting services and professional reviews offers maximum shopping comfort. As a company dooyoo obtains revenues from advertisements and eCommerce fees. It syndicates its rich content and innovative technology across websites in Germany (www.dooyoo.de), the UK (www.dooyoo.co.uk), Italy (www.dooyoo.it), Spain (www.dooyoo.es) and France (www.dooyoo.fr). Since July 2008 dooyoo is part of the French LeGuide.com Group.

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