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Immediate release

#### **REEVOO SENIOR MANAGEMENT APPOINTMENT**

Reevoo, the UK's leading independent publisher of genuine customer reviews, today announces the appointment of Charles Delamain as Commercial Director. Charles joins Reevoo from Orange, where he was Director of Partner Solutions. He will be responsible for establishing retail partnerships in new sectors, accelerating consumer adoption of the Reevoo service and developing the network to provide high quality traffic to retail partners.

Announcing Charles' appointment, Richard Anson, CEO and Founder of Reevoo said: "We are delighted to have Charles on board. He brings exceptional business development experience, which will be an invaluable asset in our mission to be the world's most trusted brand for helping people choose what to buy. His expertise in the mobile commerce markets will be an enormous asset, particularly as we explore the potential for rolling out mobile services to our retail partners in coming years."

As Director of Partner Solutions at Orange Charles was responsible for leveraging web and WAP portals to build partnerships with leading European organisations in the e-commerce, personal finance and gambling sectors. Charles previously served as Director of the Commercial Department at Interactive Investor International.

Charles Delamain said: "I am thrilled to be joining Reevoo at such an interesting time. With shoppers increasingly looking for independent opinions and reliable advice when shopping online, Reevoo is well positioned to help retail partners increase conversion rates by empowering consumers. I'm especially looking forward to expanding the service into new European territories and integrating new convenient tools into the Reevoo offering."

Reevoo customer opinions on over ten thousand products have been displayed by retail partners more than 12 million times in the last month alone.



UK e-tailers that already partner with Reevoo include Dixons, Currys, Woolworths, The Carphone Warehouse and Comet. Visitors to these retailers' sites will find genuine and impartial reviews that will provide useful guidance as part of the decision making process. Reevoo also runs a customer review portal, [www.reevoo.com](http://www.reevoo.com).

□ **Ends** □

More information:  
Chris Winstanley, Marketing & Communications Manager, Reevoo, 020 7654 0340  
[chriswinstanley@reevoo.com](mailto:chriswinstanley@reevoo.com)

Hamish Thompson, Twelve Thirty Eight Ltd, 07702 684290  
[hamish.thompson@1238kmh.com](mailto:hamish.thompson@1238kmh.com)

#### **About Reevoo**

Reevoo is the leading independent publisher of customer reviews on the web. Reevoo collects and publishes genuine and impartial customer reviews that enable shoppers to make informed choices. The reviews are conveniently positioned adjacent to the relevant products on retailers' websites and the service is supported by a customer review portal, [www.reevoo.com](http://www.reevoo.com). Reevoo was founded in 2004 and to date retailers have displayed its customer reviews more than 100 million times. Reevoo retail partners include many household names, including Dixons, Woolworths, Currys, Comet, Nurseryandtoys.com, Baby Monitors Direct and many others. Reevoo is backed by Eden Ventures and by private investors. The company has been shortlisted for this year's prestigious Startups Awards in two categories – Best Use of Technology and Online Business of the Year.