

WStore sets sights on growing trade-only reseller accounts

Submitted by: Clarity Public Relations

Thursday, 5 May 2005

WStore, the leading online supplier of business IT equipment, has today launched a team to reaffirm its commitment to its growing number of reseller accounts. This comes as a response to increasing demand from smaller resellers for both better service and increased credit options.

The new team will be headed up by Mark Russell, WStore sales manager, in order to deal with this demand. Currently, WStore deals with over 300 resellers, ranging from single 'consultants' to small and local businesses. The company intends to increase this to over 500 accounts within the next three months and to expand the reseller area to 10 percent of its overall business.

Tony Price, WStore Managing Director, said: "We have identified a growing number of customers who are resellers but, due to their size, are not receiving the best prices from distributors. Our low cost distribution model enables us to offer these resellers competitive pricing and a better service than they are receiving from their current distributors, who tend to ignore the micro-sized resellers."

This collaboration with other resellers will help to develop business and increase profits for all concerned. Working with WStore will allow smaller resellers to reduce costs and focus on additional services to enable them to make profit.

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Notes to Editors

Since its creation in 1998, WStore group has continued to display rapid growth, going from a turnover of 8 million euros in 1999 to 62 million euros in 2003. WStore Group announced a consolidated gross margin of over 14% for 2003, an increase of 2 points in comparison with the year 2002.

About WStore Group

WStore was the UK's first web-based corporate IT reseller, established in July 1999. It uses the internet to reduce costs and processes to businesses. Focus on innovation delivers simple and effective tools to allow businesses saving time when choosing and purchasing IT products. Installation, training and consultancy are delivered to companies implementing IT projects, through its regionally focused VAR network.

WStore Group is a pan European company with organizations in the UK and France. WStore UK Ltd is a wholly owned subsidiary of WStore Europe SA.

WStore site: www.wstore.co.uk

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