

Boomerang, an online Video Game specialist, aims to take the lottery out of renting online.

Submitted by: Boomerang Video

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Boomerang is set to become the only UK online Video Game rental site (<http://www.boomerangrentals.co.uk>) that aims to offer the customer the service they really want.

Instead of adding games to their list without knowing whether they will receive the titles they really want to play, Boomerang customers can, for example, always receive their most wanted games if they wish or get the fastest turnaround possible. They now have a choice of four different Service Options.

Boomerang's Managing Director, Nick Palczynski says "We know from the feedback about DVD and Video Games rental services that customers love the value for money aspect, however, not all customers receive the service they would really like, due to stock availability and other factors. Essentially, our competitors offer a service that's based on "one-size-fits-all"."

"We have always been known for our excellent service, but what we believe makes us unique, is that we are, through our new Service Options, the only rental site in the UK that really aims to give the customer a personal service, tailored to their needs"

"So far, the feedback from our existing customers has been excellent and we are seeing even more new customers join us who aren't satisfied with their existing rental service"

About Boomerang

Boomerang is a subscription based Video Game rental site, established in 2005. Subscribers can choose from over 2,800 titles, including all the latest releases for Xbox 360, PS3 and Nintendo Wii consoles.

A range of memberships are available, ranging from £7.99 up to £15.99 a month.

Subscribers can keep a game as long as they like – play it all the way through or just over the weekend. Return it and they get the next one in a couple of days. Many customers use the service to try before they buy.

A free 21 day trial allows potential subscribers to try the service and then choose to continue or cancel without obligation.

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