

# POSTAL STRIKE RESULTS IN SIGNIFICANT BOOST

Submitted by: Weston Partnership

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The recently launched consumer parcel delivery service, myHermes.co.uk, has reported a significant increase in registrations, orders and deliveries as a result of last Friday's postal strike and the threats of further industrial action. New registrations to the service rose by 54% with the number of new customers increasing by 55% last week compared with the previous week.

"People clearly aren't prepared to be held to ransom and are looking for viable alternatives like myHermes.co.uk so that they are not inconvenienced. We estimate Royal Mail could lose millions of pounds worth of business which they are unlikely to win back. In many cases people use Royal Mail simply because they always have rather than because it offers the best service. What we are finding is that once people have tried myHermes.co.uk, which is an easy and convenient service that will work around both the sender and the recipient, they stay with us," said Carole Woodhead, CEO at Hermes UK.

The myHermes service is unique in the UK market place as ordering is done online on a purpose built website, collection and delivery takes place door to door through a network of local couriers and prices start from £3.99.

For further information, please contact Lizzie Woolley 07881 923 530