

Boots Treat Street shortlisted for the Retail Week Technology Awards

Submitted by: pr-sending-enterprises

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Boots Treat Street has announced it has been short listed for the Retail Week Technology Awards Internet Technology of the Year award.

Boots Treat Street (<http://www.treatstreet.boots.com/>) is a relative newcomer to the industry, so this nomination is good recognition for it early on, especially within such a respected community. Winning the award could see Boots Treat Street gaining a lot of new interest, but just being nominated is still good recognition for the company.

The Retail Week Technology Awards includes 60 finalists, with some of the biggest names in retail being included. A panel of expert judges will select the ultimate winners.

Sharon Dawson, customer experience & marketing manager for Boots Treat Street commented: "Being nominated for this award is a great achievement for Boots Treat Street. The Retail Week community is well respected within the UK, so for Treat Street to be acknowledged is a great sign of our progress into the market. We believe that Treat Street offers great value for new and existing customers, who wish to treat themselves following a purchase online through our website.

"We plan on expanding dramatically in 2011, and increasing our presence within affiliate communities, so are looking forward to seeing the results of the awards."

The Internet Technology of the Year award is designed to reward retailers that best demonstrate a technology implementation which has allowed them to develop their business or trade better on the internet. The award is sponsored by Premier Tax Free and other nominees in the category include B&Q and ChannelAdvisor, Coast and Criteo, Kiddicare, New Look and Accenture and Notonthehighstreet.com. The winners will be announced on the 14th June 2011 at a ceremony at London's Hilton Hotel.

About Boots Treat Street:

Established in 2010, Boots Treat Street has enabled tens of thousands of customers to collect Boots Points with every purchase they make online through the website. Customers shopping through Treat Street collect at least one point for every £1 spent with selected stores.

As part of the Alliance Boots group, Treat Street offers vouchers, discount codes and products from the high-street's biggest retailers including Comet, Currys, Apple Store offers (<http://www.treatstreet.boots.com/info/81340/3343/apple-store/afsrc=1>), electrical discount codes (<http://www.treatstreet.boots.com/category/electrical/81340/32/>) and also online retailers, such as eBay, Lovefilm and Play.com. Customers can also collect fashion discount codes such as ASOS discount codes, Miss Selfridge, Laura Ashley, New Look, Monsoon, Topman and Burton.

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