

UK's ugliest website gets Easyspace makeover

Submitted by: Iomart Group Plc

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Web hosting and design company Easyspace has given the UK's ugliest website a makeover.

The website, [jamborette.org.uk](http://www.jamborette.org.uk) (<http://www.jamborette.org.uk/>), which promotes a popular international Scout camp - the Blair Atholl International Jamborette - was judged to be 'dull and old fashioned' in a competition run by Easyspace to find the worst looking website in Britain.

The Jamborette is a global biennial event that draws together 1000 young Scouts from 20 countries to an international camp at Blair Atholl in the Scottish Highlands. The website for the event is run by Scouting volunteers and beat off competition from more than 500 other 'ugly' websites to win a £3,500 makeover by the Easyspace web design team (<http://www.easyspace.com/web-design>). Easyspace's web design team creates new websites for hundreds of customers every year, from start-ups to established businesses whose online presence needs a facelift.

Sarah Haran, managing director of Easyspace, said: "We were inundated with entries from some really out-dated websites but the Jamborette's was by far the worst. It looked really old fashioned and was difficult to navigate. The volunteers who created it ten years ago did a great job at the time but Easyspace was able to bring it right up to date and build a much more attractive and engaging website. Thanks to some Easyspace TLC, the Blair Atholl Jamborette website now looks great."

A spokesperson for Scouts Scotland said: "Blair Atholl International Jamborette is the most exciting event on the Scottish Scout calendar where we host Scouts from all over the world. The website is staffed by volunteers who knew how dated it looked and decided to enter the competition. We are very happy with the result from Easyspace. The Blair Atholl website is now as fresh and fun as the Jamborette itself."

Andrew Sharkey, who leads the Blair Atholl Jamborette, added: "The new website works really smoothly and is just what we need to help publicise our event around the world and grab the attention of young people hoping to take part. With the Duchess of Cambridge recently joining The Scout Association as a volunteer, we are expecting even more web traffic and interest in Scouting events such as this."

The Blair Atholl International Jamborette is an opportunity for international Scouts to meet their Scottish counterparts as they take part in adventure and outdoor activities as well as living and cooking together on site.

Andrew Sharkey added: "Even though we were judged the ugliest website in the UK, we were very excited to have won the opportunity of a makeover. We've been really impressed by Easyspace's input during the design process and are thrilled with the finished product. We hope that our participants and other stakeholders will enjoy using it."

Sarah Haran of Easyspace concluded: "The old Jamborette website just didn't do the event justice. With the next camp taking place this July, the brand new design not only brings it into the twenty first century but will also help to attract more Scouts from other countries around the world in the future."

Easyspace is a subsidiary of AIM listed iomart Group plc which was named Scottish Digital IT Company of the Year 2011 and has just been voted one of the best web hosting companies in the world by HostReview.

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News release issued on behalf of Easyspace by Jane Robertson, Head of PR for iomart Group plc. For more information please email jane.robertson@iomart.com or call 0141 931 6474 (dir), 0141 931 6400 or 07827948993 (mob).

Notes for editors:

About Easyspace

Founded in 1997, Easyspace has gained a reputation for offering high quality and innovative products backed by excellent customer service. Easyspace has grown to become the UK's largest ICANN accredited domain name registrar and one of the largest web hosting companies in the country. The company now serves over 350,000 consumer and SOHO customers with an extensive portfolio of hosting and ecommerce solutions, ranging from dedicated servers through to professional web design. Easyspace is a subsidiary of AIM Listed iomart Group plc. For more information about Easyspace visit www.easyspace.com

About iomart Group plc:

iomart Group plc (AIM:IOM) is one of the UK's leading providers of managed hosting and cloud computing services. From a single server through to private cloud networks, iomart specialises in the delivery and management of mission-critical hosting services, enabling customers to reduce the costs, complexity and risks associated with maintaining their own web and online applications.

iomart Group operates in its chosen markets through a number of subsidiaries: iomart Hosting, RapidSwitch, Easyspace, EQSN and Westcoastcloud. The group has been listed on the London Stock Exchange's Alternative Investment Market (AIM) since April 2000. For more information about iomart Group plc visit www.iomart.com

About Blair Atholl International Patrol Jamborette:

- The Blair Atholl International Scout Patrol Jamborette is an international gathering of Scouts in one place to enjoy the adventure of Scouting together.
- The Jamborette is ten days of adventurous and fun activities such as zorbing, rock-climbing and canoeing. It is unique in its style of camping: young people from different countries (at least 20) camp in mixed-country contingents, cooking and living side by side.
- The Blair Atholl International Patrol Jamborette takes place every two years in Target Park near Blair Castle in Perthshire, Scotland. It was founded by Jack Stewart in 1946 and is the only Jamborette

of its kind in the world.

- More information can be found at www.jamborette.org.uk

For more information about the Blair Atholl International Jamborette, contact: Scouts Scotland Communications Office, Candace Watermeyer at candyw@scouts-scotland.org.uk or 01383 419 073.