



## **EBUYER TO LAUNCH NATIONAL TV AD CAMPAIGN**

Howden, UK, February 24, 2009 – Leading online retailer Ebuyer.com is set to launch its first national TV advertising campaign in March.

The 20-second ad, which features an exclusive deal on HP laptops at [www.ebuyer.com](http://www.ebuyer.com), will break on March 1 and will be the first time the online computing and electronics favourite has advertised one of their money-saving deals on national TV.

Lee Weymouth, Business Manager at Ebuyer.com, said: “Ebuyer.com has consistently offered some of the best deals in computing and electronics products in the UK and the move to TV advertising will give us another avenue to promote our exclusive deals. Our ads will help us reach new customers and show the people who regularly buy from the high street stores that the best deals on brand name products are not on the high street but on Ebuyer.com”

The campaign comes as Ebuyer.com prepares to take its profile beyond the Internet and reach more customers in the market for quality and affordable electronic products.

The ad, which will be the first of a range of TV ads to hit TV screens throughout 2009, will appear on ITV, Dave and E4 throughout the month.