

# PLAY.COM

The UK's number one online retailer, PLAY.COM offers its customers a comprehensive choice of products, award-winning service, accessibility and an unwavering commitment to uphold its 'free delivery on everything' policy.

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**PLAY.COM is a revolutionary retailer offering a vast range of music, games, film, mobiles, books, gadgets, electricals and clothing. It offers free delivery on everything, which is one reason why its customer service is award-winning.**

PLAY.COM started life as play247.com more than 10 years ago, during an age when people were still saying things like: "Have you ever heard of Digital Versatile Discs? They might be the next big thing. Or they may go the way of the laser discs." It was during this time that two born and raised Jersey islanders decided they might try to sell them through a mail order catalogue. These new-fangled Digital Versatile Discs (the now familiar DVDs) proved to be a success, so they decided to use the internet – also still in its infancy – as their selling platform. In creating a website they established a digital version of their catalogue, which proved to be a major turning point for the company as sales quadrupled overnight.

The site has continued to be a success due to the vision of its founders. They placed emphasis on the content of the site, with well-researched information about each of the DVDs a priority. In order to gain customer support above and beyond any of their competitors, they decided to stock every DVD release from 'Railways of Southern Wales' to 'Batman: The Dark Knight' while making a website that was fluent, welcoming and user friendly. In addition to this, they also realised how important price had become to consumers so aimed to make all prices unbeatable. This foresight has served the islanders well and PLAY.COM is now a huge presence for online retail in Europe. Its original team of 10 has become a team of more than 700.

Today, PLAY.COM has more than six million products listed on the site and acts as a one-stop shop for a vast range of entertainment needs. From blockbuster DVDs, chart CDs and music downloads to next generation games consoles and games, as well as high definition LCD TVs and MP3 players,



all significantly cheaper than on the high street. Furthermore, PLAY.COM offers books ranging from the year's bestselling paperbacks to collectors' editions, as well as thousands of gadgets and gizmos and a new clothing range. As PLAY.COM's range has increased, its policy of not charging for postage and packing has remained the same – it is always completely free on everything. Items that are in stock are usually dispatched within 24 hours and delivered within 1-3 working days. Its customer service through telephone and email aims to ensure that every customer has a stress-free buying experience.

The brand has been a consistent award winner, most recently picking up 'Best Online Store' at the Which Awards 2008. Its many other accolades include: topping the ABA Research and Foressee Customer Satisfaction Surveys in 2007; winning the British

Video Association's 'Retail Success of the Year' award each year from 2004 to 2007; and being named Hitwise's 'Number One Website' in both the Video & Games and Music categories annually since 2004. PLAY.COM was also short-listed at the 2007 Bookseller Retail Awards in the Direct to Consumer Bookselling Company of the Year category.

PLAY.COM has played a key role in revolutionising the way leisure and entertainment products are purchased. As next generation technology and entertainment are developed, PLAY.COM will undoubtedly be at the forefront in delivering it to the consumer.

