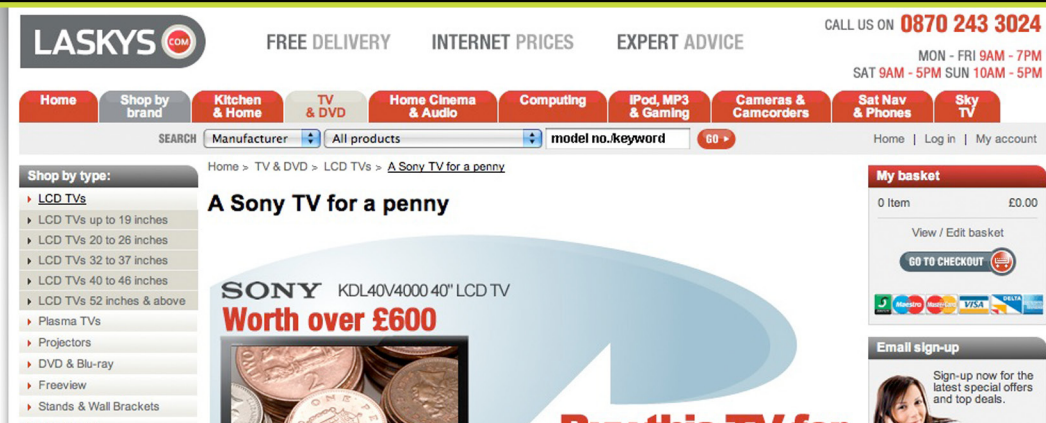


Case study

Lasky's - Reverse Auction



Get Involved in Reverse Auctions

This revolutionary idea is exactly what Lasky's, (a subsidiary of Comet plc Group) needed with the help of multi-award winning txtNation.

So was born this exciting new project: SMS Reverse Auctions!

This concept works extremely well and has already had enormous success in generating revenue, as it brings an element of fun and creative thinking to the bidding process. The unique concept behind this revolutionary idea is to bid for the item of your choice much like at a regular auction, however to win your chosen item you will need to place the lowest unique bid using SMS.

Customers need to come up with a amount which no other bidder on that item has entered and try to make it as low as possible in order to win. Thus, increasing interactivity between the site and customers. Also generating tremendous revenue!

Lasky's have seen a solid and increasing response to the service since launch and they are already reaping the rewards through customers returning to the site and also through recommendations.

To see the service in action or to give it a go yourself please visit:

<http://www.laskys.com>

SMS services of this type can be set up within minutes using the award winning txtNation Control Panel.