



**FOR IMMEDIATE RELEASE**

**FORWARD ACQUIRES USWITCH.COM**

*Comparison and switching service to become part of fast-growing UK internet group*

London, 23<sup>rd</sup> December 2009: Forward, the fast-growing UK internet group, today announced the acquisition of uSwitch.com, the independent price comparison and switching service, for an undisclosed sum. The acquisition will fast-track Forward into home and financial services and will add a household consumer internet brand to its growing stable of online services.

Forward has also changed its name from TrafficBroker. This move is to reflect the development of the business over the last five years whereby, under the leadership of founder and CEO Neil Hutchinson, the company has broadened from being a search agency to an internet group.

Forward's annual revenues will exceed £55m in 2009 and today's acquisition supports the group's goal of continuing to double revenues year on year. As part of this ongoing growth strategy, uSwitch.com will become the flagship brand within Forward's consumer division, Forward Innovations, where it will join other money-saving consumer internet services, such as InvisibleHand and Omio.

The company is a good fit for the existing business and Forward has already identified opportunities to share expertise. Internet search, one of the primary means of traffic generation for uSwitch.com, will now be driven by Forward3D, the group's 3D search company.

**Neil Hutchinson, CEO at Forward, says:** "We are an independent, entrepreneurial group focused on delivering results for both businesses and consumers. uSwitch.com has been a consumer champion for a decade and fits perfectly as our new flagship brand within our consumer division, Forward Innovations. It is a great complement to our other brands and we're excited about moving uSwitch.com forward. We achieve innovation through technology and aim to grow uSwitch.com into an even stronger consumer brand than it is today."



“There is some incredible talent within uSwitch.com and we are excited about investing in some innovative new initiatives next year. We put technology and the ability to action ideas at the heart of our organisation and we will be keen to inject some of our entrepreneurial spirit into the uSwitch.com business too.”

uSwitch.com was acquired from US media company, Scripps Network Interactive.

### **About Forward**

Forward is a privately funded collection of internet-based businesses focused on consumer engagement and innovation. Forward3D is the group’s 3D search agency (formerly known as TrafficBroker) and Forward Innovations the consumer division which focuses on price comparison and switching and includes uSwitch.com, InvisibleHand and Omio.

Founded in 2004 by CEO Neil Hutchinson, the group employs over 100 staff worldwide and in 2009 its revenues exceeded £55m. For further information please visit [www.forward.co.uk](http://www.forward.co.uk)