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USWITCH.COM ACQUIRES TOP10.COM

uSwitch.com has today announced the acquisition of Top10.com, the UK's largest broadband and mobile phone comparison website. The acquisition fast-tracks uSwitch.com towards becoming the UK's leading independent price comparison and switching service for all the home essentials.

uSwitch was set up over ten years ago to help consumers take advantage of the best deals on offer from utilities suppliers and is now one of the UK's most trusted home services brands. Consumers can compare prices and make an informed decision across a range of products and services including gas and electricity, heating cover, home and mobile phone, broadband, digital TV, insurance and personal finance products.

Top10.com was founded in 2006 by Alex Buttle, Harry Jones and Tom Leathes and has doubled in size every year since. Offering innovative consumer tools, market insight, news and product reviews, Top10.com is now the UK's most popular comparison website for broadband and mobile phones with over 1.5 million users a month.

Bringing two brands together will provide a one stop shop for consumers to find the best deal for their needs across all their home essentials. The combination of two world class technology systems will enable suppliers to offer products and services to millions of customers every month, while providing consumers with the assurance that they will see the full range of deals simply and accurately.

Steve Weller, General Manager of uSwitch.com, says: "We're very excited about the innovation and expertise that Top10.com will bring to the table. uSwitch has been a consumer champion for over a decade and this acquisition can only enhance the service we deliver to our customers – whether they are switching energy, home phone, broadband or mobile. We are already leader in the energy price comparison market and are confident that our acquisition of Top10.com will place us in prime position to become number one for all the home essentials."

Tom Leathes, co-founder and Director of Top10.com, says: “We see joining forces with uSwitch as a natural progression for Top10. The two brands are a perfect fit – we both believe that consumers are looking for support and advice to help them find the best deal for their circumstances. We are both committed to using technology to empower consumers and provide them with the best experience possible when choosing their communications services.”

For more information visit www.uswitch.com or call 0800 093 0607

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For further information please contact:

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About uSwitch

[uSwitch.com](http://www.uswitch.com) is a free, impartial, online and telephone-based comparison and switching service, helping consumers compare prices on gas, electricity, water, heating cover, home telephone, broadband, digital television, mobile phones and personal finance products including mortgages, credit cards, current accounts and insurance. In 2010 uSwitch.com celebrated ten years of saving customers money.

uSwitch.com is the first comparison website to achieve the Plain English Campaign’s Internet Crystal Mark, which is recognised as a standard that a website has clear language, is accessible and easy to use, and has been tested on a sample of its users.

uSwitch.com is dedicated to helping consumers save money whether they have internet access or not. It offers a dedicated call centre, manned by uSwitch customer service representatives, as well as a freepost ‘Send us your bill’ service, whereby customers can post their latest energy bills with their telephone number to FREEPOST USWITCH, to get a free call back from a dedicated customer services representative. The service is also available via fax, email and post. Consumers should fax 0203 214 8417, email CustomerServices@uswitch.com or write to Customer Services, uSwitch.com, Centro 3, 19 Mandela Street, London, NW1 0DU with their postcode and usage details.

uSwitch.com is owned by [Forward Internet Group Limited](#), a privately funded collection of internet-based businesses focused on consumer engagement and innovation. Forward was recently ranked second in a league table of the 100 private British companies with the fastest growing international sales, published by the Sunday Times. It has also been recognised by the Sunday Times as one of the best places to work in the UK.