

SportPursuit Wins the E-Commerce New eRetailer of the Year.

Friday 5 October, 2012

SportPursuit, the innovative eCommerce startup, has won the coveted New e-Retailer of the Year Award at the eCommerce Awards for Excellence on 2nd October 2012, fending off tough competition from the likes of Pottermore, JK Rowling's online venture.

Since launching only a year ago in August 2011, SportPursuit have created an exciting new way for sports men and women to shop for their sports kit, bringing in 100,000s of people around the UK. SportPursuit work with an expanding array of fantastic sports and outdoor brands to offer their members the best deals available anywhere during their week long flash sales. SportPursuit continues to grow very rapidly with 10,000s of new members discovering the website and new brands being featured every week.

SportPursuit CEO Adam Pikett said "It is a real honour to win the New e-Retailer of the Year Award and testament to the hard work that our fantastic team at SportPursuit have put in over the last year building up the business from nothing."

Regarding its winner selection, eCommerce commented that "in tough economic times it is important to value and reward launches and reinventions within the industry" and they praised SportPursuit for its "boldness within such a niche marketplace."

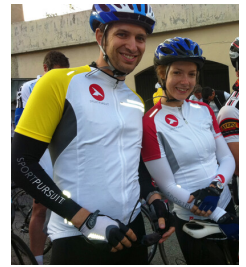
SportPursuit were excited to receive the award and are looking forward to continuing its strong growth and innovation to provide it members with a satisfying shopping experience.

About SportPursuit

SportPursuit, the UK's first sport flash sales site, delivers its members the best prices guaranteed on leading sports brands. SportPursuit aims to make the best products and brands more accessible to members across outdoors (walking, climbing and snowsports) and individual sports (running, cycling and swimming), allowing them to buy more products from brands they love and to discover and trial exciting new brands. SportPursuit's passionate team of sports men and women have built strong direct relations with hundreds of top sports brands to secure prices up to 70% off RRP for members in 7 day flash sales.

<http://www.sportpursuit.com>

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