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FOR IMMEDIATE RELEASE

NEW WEB SITE FOR INTER-EST

Inter-est UK Ltd. are launching a new web-site alongside the Introduction of Inter-est Vision. The new site will offer users more information and will include news feeds from industry web sites. Additionally it will introduce a news blog, and forums allowing users to communicate directly with the technical and support teams and share ideas with each other.

Speaking for Inter-est, product developer Andrew Johnson said: “We have spent a large part of 2008 going out and talking to our customers. We are finding that these direct lines of communication are paying huge dividends for ourselves and our customers. We get to better understand the challenges the industry faces and our customers in turn get to help shape the products we give them. The blogs and forums will provide greater access to all of our customers and will help us understand first-hand what people think of what we are doing for them.”

Michael Nixon added: “I think the industry is pushing for change and wants to see an organisation challenge many of the older trends. We are committed to making Inter-est the product of choice for repairer and work providers alike. We hope to achieve this through a combined approach of delivering advanced solutions that address current challenges but also by listening to our customers and allowing them to help shape our solutions. The industry as a whole is facing many new challenges and we hope that with our new solutions Inter-est can help address them. Certainly the client reaction to ‘Vision’ and our approach has been fantastic. The repairers who have played a direct part in helping us develop the solution are delighted and the people who have attended our recent presentations have been hugely supportive. Who knows? Maybe we are on to something.”

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For further information, or to speak to Michael Nixon, please telephone 01625 616020 or email mnixon@inter-est.net.