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PRESS RELEASE

Tradeyourgames.co.uk Launches New Website for Selling Games Online

Innovative free-to-join trading site allows gamers to earn up to 40% more money online for selling their unwanted video games and consoles

London, UK, 7 April 2010: tradeyourgames.co.uk, the first UK site to bring the concept of trading games to the web, today unveiled a state-of-the-art website allowing gamers to sell and trade-in their old and unwanted computer games and consoles.

Offering online trade-in rates of up to 40% more than the high street, tradeyourgames.co.uk removes the hassle and unpredictability of using online auction sites, and leads the market in providing consumers with the highest cash amounts for [video games and consoles](#).

Key functionality on the new user-friendly site includes a barcode tool to speed up the process for trading multiple items, and proprietary dynamic pricing algorithm technology which constantly adjusts pricing according to current market rates, stock levels and market supply/demand. Latest news, promotions and best sellers will be communicated to members via an online blog and free newsletter.

Registered users will have access to a personalised account interface where they can opt to receive cash for the items sold to tradeyourgames, donate a percentage of their earnings to charity, or store the money as instant credit against future purchases on the website.

Managing Director Indy Sangha says: "The downturn in the economy has made the trading of games and consoles more popular than ever. As gamers ourselves, we identified a need for an easy-to-use site that would allow customers to get paid cash for their unwanted items. After two years of beta testing and tweaking our pricing algorithms, we believe we offer the best payouts, often 40% more than the high street stores offer in cash."

He continues: "We were the first UK website allowing customers to buy and sell video games at the same time, and our new cutting-edge site continues this service. Our unique shopping cart allows people to buy games and consoles and to use their unwanted games in part-exchange. We have many other exciting developments planned, including our refer-a-friend scheme and the facility to trade Blu-ray discs."

NOTES TO EDITORS

Tradeyourgames.co.uk currently pays cash for over 6,000 different video games and also buys a wide range of video games consoles including Xbox, PS3, Nintendo DS and Wii.

For further information please visit <http://www.tradeyourgames.co.uk> or contact Public Relations Manager James Carlton by email: pr [at] tradeyourgames.co.uk

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