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3 FOR IMMEDIATE RELEASE

4 Local Shops Can Now Strike Back

5 *A businessman is so fed up with losing the small local shops in his area he has designed a website aimed at fending off the supermarkets and large retail outlets.*

6 Local shops and small bespoke retailers now have a business ally to help in their fight to stop the supermarkets and large national retail chains that are causing the UK high streets to be "generic'd" to death.

6A www.TheShoppersBible.com is a web site that enables members of the public to find the local shops that they need in their area so they don't always have to go to supermarkets and the larger chains.

7 The site is the brainchild of businessman and IT specialist David Croissant who became so fed up when his favourite local shop in South London was closed down due to the pressure of the larger stores nearby that he decided to fund and promote the creation of the site.

8 David Croissant commented, "Research from organisations like the Campaign to Protect Rural England and Friends of the Earth shows that corner shops and bespoke outlets are rapidly dwindling in numbers and that consumers want to support their local community retailers but don't have the time to search around for where they all are, and this is where www.theShoppersBible.com helps".

"By having a presence on the site people can quickly identify the details of the retailers they need and even interact with the shop-keepers using a forum designed to bring owners and customers together".

"It is sad fact that no matter which town or city you visit in the UK you will see the same row of high street shops with their massive marketing budgets that simply blast away the smaller independent stores and now is the time to use or lose our local shops".

9 Small retail outlets of any kind can get listed on the site for a yearly fee of £9.99 and claim their free online shop working on their behalf 24 hours a day around the globe or even choose to upgrade their listing to give them a presence equal to that of the larger players on the high street.

Traders are able to list their products, brands, even their menus and the customer is able to quickly find what they are looking for either by using the powerful search tools or viewing the listings within the region they are interested in. The results come up on screen complete with maps showing how to find the shop, reviews and ratings from other customers and even details about the opening hours and parking!

10 The Shoppers Bible is encouraging small retailers to register on the site by offering 999 premium listings free of charge. A marketing campaign is also in place to increase public awareness of the forum across the UK.

11 PICTURES ARE AVAILABLE TO SUPPORT THIS STORY

12 EDITORS NOTES

13 For further information contact Andy Barr on 01452 300683, or andy@10yetis.co.uk

- www.thesoppersbible.com is an independent site which both supports Shopkeepers and celebrates shopping as an art form complete with reviews, ratings, comments and opinions unlike any other.
- The site is unique in that browsers can discuss gift ideas with a varied and wide audience.
- Users can talk to shop-keepers directly - after all they are the experts in their field and give advice every day.
- The site gives shop-keepers all the tools they need to present themselves on the internet including powerful but simple to use page designers to create their listings and automatically generated location maps so buyers can find their shop.