

For Immediate release: Nottingham (UK) 9 January 2008 –

Best Online Business Award

[Hallam Communications](#) are delighted to announce [UKGirlThing](#) as the winner of the 2007 Women4Women Best Online Business Award. The award was presented at a black tie dinner at the elegant Clumber Park Hotel as part of the celebration of achievement of women owned businesses in the East Midlands.

Susan Hallam, Managing Director of Hallam Communications presented the award to Larisa Pich of UKGirlThing. UKGirlThing are Hen Party Organisers and online retailers of hen party products.



Susan Hallam comments “I congratulate all the short listed nominees for this award for their commitment to using new Internet technologies as part of their business processes.

“UKGirlThing is a fully online business, selling via an e-commerce website and an eBay shop. The business has faced some technical problems along the way, but the management team has persevered and is now managing a successful online business.

“The recent changes to the UKGirlThing website to improve their visibility in Google has led to a 25% increase in market share and turnover.”

In addition to [search engine optimisation](#), UKGirlThing’s business model includes email marketing campaigns, and offline integration with their traditional print catalogue.

Larisa added “It’s been a great year, and we know we will face lots more challenges as the business develops but we’re really looking forward to 2008.”

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