

## Ciao.co.uk partners with BeatThatQuote.com to expand its financial product offering

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Press release from: [Ciao GmbH](#)



Ciao one of Europe's leading consumer review and price comparison websites announces its new partnership with the award-winning financial service provider BeatThatQuote.com. Under the terms of the agreement Ciao will deliver comparison information on a huge range of financial products to its multi-million strong online community on Ciao.co.uk.

London, August 7th, 2008 – Ciao GmbH, provider of one of the leading price comparison portals, continues to develop its product in the UK market. BeatThatQuote.com, “the multi award-winning Online Business of the Year” is now live on Ciao.co.uk to offer accurate and up-to-date comparison advice on all major credit cards.

The move to offer financial services price comparison products in partnership with BeatThatQuote.com in the UK is part of a wider strategy to offer more valuable information and practical experience to consumers. The partnership means Ciao provides functionality beyond reviews, giving users the tools to allow them to purchase financial products from BeatThatQuote.com.

“Ciao was very impressed with our technology, reporting, customisation features and ability to provide customers with relevant and up-to date financial information. We are delighted to be part of one of the most comprehensive sources of shopping intelligence on the web”, said James Curran, White Label Partnerships Manager at BeatThatQuote.com.

Alexander Miller, Country Manager of Ciao UK comments: “Ciao's consumer reviews and product offers combine to make us one of the most comprehensive sources of shopping intelligence on the web. Our partnership with BeatThatQuote.com enables us to deliver the most accurate information and dedicated service to our customers.”

Screenshots of the partnership are available online as download at:

[www.ciao-group.com/fileadmin/media/bilder/ciao-uk\\_screens...](http://www.ciao-group.com/fileadmin/media/bilder/ciao-uk_screens...)

About Ciao GmbH

Ciao GmbH is Europe's leading provider of consumer and price comparison websites\*. The firm operates shopping communities in seven countries and languages (ciao.co.uk, ciao.de, ciao.fr, ciao.it, ciao.es, ciao-shopping.nl, ciao.se). Internet users will find more than four million products and more than five million independent product evaluations and reports of people's experiences in over 20 categories, such as cars, computers, digital cameras, finances, mobile phones, travel, electronics or foodstuffs. Ciao is ranked as the most popular shopping website in Europe\*.

Ciao GmbH was founded in Munich in 1999 and since 2005 it has belonged to Greenfield Online, Inc. (NASDAQ: SRVY). The headquarter of Ciao GmbH is in Munich. Further offices are located in London, Paris, Timisoara (Romania) and Wroclaw (Poland).

Further information including digital material to provide illustration can be found at: [www.ciao-group.com](http://www.ciao-group.com) or [www.greenfield.com/](http://www.greenfield.com/)

Alejandra Rojo  
PR and Marketing Manager UK  
Phone: +44 (0)207 324 0025  
Fax: +44 (0)207 324 0073  
E-Mail: [alejandra.rojo@ciao-group.com](mailto:alejandra.rojo@ciao-group.com)  
Web: [www.ciao-group.com](http://www.ciao-group.com)  
[www.ciao.co.uk](http://www.ciao.co.uk)

Leading price comparison website

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