



20th September 2007

KOODOS HAS CUSTOMERS IN A SPIN

Leading online fashion retailer koodos.com has today announced a 90-Day 'Fashion Frenzy' with its instant win game and £13 000 worth of high-end fashion up for grabs.

Bargain hunters and fashionistas can now indulge their passion for fashion every day for the next three months (from 20 September to 18 December 2007), spinning the online wheels of fashion fortune in hopes of winning a top prize such as the Chloé mini clutch worth £395 or Diesel outfits worth £200.

All shopaholics have to do is register with their name and email address, and pull the lever to spin the three wheels in hope of lining up three in a row to win one of the fantastic daily prizes. It's fast, fun and free. For those who can't get enough of the wheel, they can increase their chances of winning by referring up to three friends daily, bagging an extra spin for each referred friend.

Nobody loses at koodos.com as first time players who aren't lucky enough to take home the top daily prize will receive a voucher for free delivery on their next koodos.com purchase. The fun doesn't end there, however: a random selection of continuous players will also receive 10% and 20% off vouchers. .

Miriam Lahage, CEO of koodos.com, said: "Our customers come to us to hunt for the hottest bargains and this is our chance to thank them for their loyalty.

"Our 90-Day Fashion Frenzy game is a really fun way for our customers to indulge themselves for *free*."

- ENDS -

kodos.com is the UK's leading online retailer offering stylish brands at very smart prices. Operating with the utmost integrity, kodos guarantees that every product it sells is 100% authentic. kodos.com's exclusive Private Sale events attract savvy customers who pre-register to ensure they don't miss out on limited stock. Launched in 2006 and based in London, kodos.com is a female-led team backed by top international venture capital firm Atlas Venture.

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