

## **BOFFER TSHIRT GIVEAWAY TO CELEBRATE FIRST BIRTHDAY**

Boffer.co.uk is giving away 10,000 free t-shirts to celebrate its first birthday.

The discount retailer – which sells one heavily discounted product a day - will launch the exciting giveaway at 23.59 hours on August 16.

Boffer has been an outstanding success since its launch a year ago. It now boasts 80,000 registered members and is the 1500th busiest site in the UK.

Products regularly sold on the site – which receives 30,000 hits every evening – include laptops, iPods, digital cameras and LCD televisions.

The site is backed by Scots entrepreneur Shaf Rasul.

He said: “Boffer is a great concept that has captured the imagination of the internet community through its diverse product range and discount prices.

“Since the launch a year ago the business has developed valuable supply partnerships which have allowed it to develop the quality and volume of its product range even further to offer its eighty thousand members fantastic cut price deals.

“The business also has access to large amounts of non-technology related stock which has given it the opportunity to expand the Boffer portfolio through a dedicated private members shopping club Bigoffers.

“The next twelve months will be just as exciting as we continue to develop the consumer experience for our loyal and price-conscious customer base.”

Rasul – who stars in an online version of the BBC’s Dragons Den alongside American Julie Meyer – added that Boffer has recently been listed in the Urban Dictionary which is a web-based dictionary of slang words and phrases.

The site – which contains over four million definitions – describes Boffer as a person that uses or buys items from the website boffer.co.uk.

“Boffer has generated a lot of excitement in the online community and it’s great that the popular appeal of the business has been recognised in the Urban Dictionary,” Rasul said.

“Consumers trends show that people are now avoiding the high street and doing their shopping online in a bid to tackle the effects of the credit crunch.

“We offer high-street products at a fraction of the high-street price and people looking for a better deal should make Boffer their number one online shopping site.”

**Ends.**

**Issued by Beattie Communications ([www.beattiegroupp.com](http://www.beattiegroupp.com)) on behalf of Boffer.co.uk.**

**For further information contact Neil McDonald, 01698 787855 /07725 466737**

**Press Release**

## Notes in editors

IT and property entrepreneur Shaf Rasul, [www.shafirasul.com](http://www.shafirasul.com), is one of Scotland's most successful businessmen.

He now features in an online version of the BBC's Dragons Den alongside American Julie Meyer and host Dominic Byrne of the Chris Moyles Radio 1 Breakfast Show.

Edinburgh-based Rasul has an estimated wealth of £48million, according to the recent Sunday Times Rich list.

His core business interests include optical-media distribution business E-Net Computers which he established in 2000. It is now the largest storage media distributor in Europe and one of the biggest buyers of optical storage products in the world.

As well as expanding E-Net Computers, Rasul has developed a venture capital investment portfolio, worth in the region of £30million, which focuses on property, asset management and internet technology.

Rasul also has an arm dedicated to management buy-ins and buyouts, providing teams with the funding, buying power and exposure to the supply and distribution networks required to expand their business.