



www.musicmagpie.co.uk Launches TV Ad Campaign

Even more consumers to know about cash for old CDs and DVDs service

26 August, 2009 – www.musicmagpie.co.uk, the UK's only cash for old CDs, DVDs and games website, has launched its first ever TV advertising campaign, giving more cash-strapped consumers the opportunity to turn their old and unwanted CDs, DVDs and Games into much needed extra money.

The launch of the TV advert follows the growing popularity of www.musicmagpie.co.uk which, since its launch in 2008, has paid out over £1.8 million to people visiting the site to turn their old CDs, DVDs and Games into money

Steve Oliver, managing director for www.musicmagpie.co.uk said: "Musicmagpie.co.uk has continued to grow month on month and we saw TV as a natural progression of the marketing communications mix. Television will enable us to strengthen the brand recognition as well as drive more users to the site that want to convert old CDs and DVDs into cash."

The 30-second advert, which gives consumers a quick and easy demonstration of how to use the service, will initially air on daytime satellite channels and is expected to raise brand awareness to drive further business growth.

Project management of the advertisement was carried out by Context and production by The Gate.

For full details of the service and to see the new advert, please visit www.musicmagpie.co.uk/tv_advert.asp

Ends/

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About www.musicmagpie.co.uk

www.musicmagpie.co.uk is the only online digital media recycling web site in the UK that pays cash for old CDs, DVDs and Games. The site is totally free to use. The site now has over 3000 visitors a day and pays out almost £350,000 each month for old CDs, DVDs and Games.

CDs, DVDs and Games received by www.musicmagpie.co.uk are resold through specialist retail outlets or to distributors in over 50 countries. Damaged items can often be refurbished reducing the overall number sent to landfill each year.