

The Solicitors' & Legal Office Exhibition - June 15th-17th 1999, Barbican Exhibition Centre

Credit Report Give-away

Hundreds of exhibition visitors took advantage of the RM Group's free credit report give-away. These reports form part of aRMadillo, an innovative on-line business information service, launched at the exhibition, which also provides a range of instant company searches for all UK registered companies.

The system can download or fax back accounts of all UK registered companies dating back over the last three years, giving details specifically designed to meet the needs of solicitors. The days of queuing in line at Companies House, or waiting for hard-to-read microfiche copies are now over. Furthermore, RM's user-friendly

system means that prior understanding of on-line searching is unnecessary.

Credit report recipients were able to try out the aRMadillo web site as soon as they returned to the office, with many visitors using their free reports almost immediately. "We had tremendous interest in our product," said Theo de Regibus, RM's Marketing Director. "The Solicitors' Exhibition gave us a unique opportunity to meet our target audience, we found the quality of the visitors to be very high and had tremendous interest shown in our products and services. aRMadillo is one of the only combined company search and trade mark resources available via the web in the UK."

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