

Press Release

2 March 2009

HDNL LAUNCH SMS TEXT MESSAGE DELIVERY SERVICE

Home Delivery Network Limited (HDNL) the UK's largest home delivery and collection service has launched an innovative new SMS text message service which will enable the company to advise customers of delivery times.

The service is available to retailers who require a proof of delivery from their customers and forms part of a significant technological drive for the company.

The system can be tailored to fit within retailer's specific processes or technical requirements.

"We are making this investment to improve customer communication and satisfaction," said IT Director, Chris Airey. "This enhanced service will allow consumers to make certain choices relating to the day of delivery. It's an exciting advancement which will ultimately make the delivery process more efficient and convenient."

Once a delivery schedule has been determined, customers will receive a text message alert from HDNL to inform them of the intended delivery date or encourage the recipient to reply and nominate an alternative date. On the day of the delivery, a second text message will be sent advising the customer of the three hour window in which their delivery is scheduled to arrive.

The SMS mobile text message service will improve the online shopping experience as customers will not have to wait in all day to receive a parcel. It will also increase the amount of 'first time' deliveries, avoiding the scenario of customers not being in to receive their delivery.

The launch of SMS is one of several service initiatives now being landed by the new IT Division of HDNL. As part of the continued drive for IT enabled customer excellence, HDNL is embarking upon a graduate recruitment programme for IT specialists.

“The IT function is central to achieving HDNL’s aim of providing a ‘best in class’ customer experience,” commented Chris Airey. “We are looking for talented individuals who are confident, commercially focused and good communicators to take on a host of challenging IT roles.”

The roles, predominantly based at HDNL Head Office in Whiston, Merseyside, range from project management and analysts to sales support and strategy development.

For more information on the HDNL IT Graduate Programme visit

www.hdnlcareers.co.uk/talentbank

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For more information contact the HDNL Press Office on 01743 234224 or email

hdnl@seal.uk.com

Notes to Editors:

- Home Delivery Network Limited (HDNL) is the UK’s largest home delivery and collection service.
- HDNL delivers to all 1,760,000 UK postcodes in 120 postal regions.
- HDNL operates 59 parcel depots covering the UK, four specialised operations sites which distribute heavy and large items throughout the UK, two national sort centres at Shaw in Oldham and Droitwich in Worcestershire, and has its head office located in Whiston, Merseyside.
- HDNL separated from Littlewoods Shop Direct Group in May 2008.