

PRESS RELEASE

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The National Business Awards 2011 is Open for Entries

The hunt is on for the pride of British Business

UBM's flagship awards programme, the National Business Awards in partnership with Orange, re-emphasised its support for entrepreneurship and innovation by unveiling its Pride of British Business campaign this week – actively seeking out the individuals and enterprises helping to restore confidence in UK plc. Oxfam was also announced as its chosen charity partner for 2011 to help raise funds for its Enterprise Development Programme, which is designed to help entrepreneurs in developing countries world-wide.

Now in its tenth year, and the most respected accolade for business in the UK, the National Business Awards launched its 2011 campaign with the support of influential business leaders such as angel investor and entrepreneur champion Julie Meyer, CEO of Ariadne Capital, Richard North, CEO of Wow! Stuff, the Wolverhampton-based toy manufacturer, and Sir John Banham, who has chaired a number of blue chip businesses including Whitbread, Kingfisher, Tarmac, West Country Television and, currently, Johnson Matthey. It is also backed by the Chancellor of the Exchequer, George Osborne, who is to speak at the Awards Ceremony on the 8th November in London.

"I want Britain to become the best place in Europe to start, finance and grow a business. To do that, we need to learn from the many success stories coming out of Britain's business community. The National Business Awards are the perfect way to celebrate the best of British business in every sector and every region", said George Osborne, the Chancellor of the Exchequer.

The National Business Awards has distinguished itself by its robust judging process, with over 100 CEOs and senior directors participating as judges in 2010, and the quality of businesses taking part in the programme – in the past decade it has brought innocent drinks, Trunki and moneysupermarket.com to the nation's attention. The programme has also recognised the leadership styles and achievements of the likes of Paul Walsh, CEO of Diageo; Harriet Lamb, CEO of Fairtrade Foundation; Sir Terry Leahy, former CEO of Tesco; Dame Marjorie Scardino, CEO of Pearson; and Martin McCourt, CEO, Dyson.

"In order to encourage confidence in UK business, we need to showcase those companies that are leading the pack and have demonstrated real innovation in the past year. Orange is a key supporter of Britain's businesses, large and small, which is why we believe it is so important for people to highlight their success by entering The National Business Awards", said Martin Stiven, Vice President of Business at Orange, part of Everything Everywhere.

Organisations operating in the public and private sector, of all shapes and sizes, are invited to register for award categories ranging from the Orange Innovation Award (won by Midlands-based toy distributor Wow! Stuff in 2010) to the Santander SME of the Year Award (won by North-East hobby-craft specialist Crafter's Companion) through to the ICAEW Sustainability Award (won by ethical retailer The Co-operative Group). New award categories for this year include BlackBerry Business Enabler of the Year and WorldPay Online Business of the Year.

In addition to the open to enter categories, there are five nomination only categories where the wider business community can nominate the UK's leading businesses and individuals to be considered as finalists. These include the Orange Leader of the Year, the Daily Telegraph Award for a

Decade of Business Excellence, the Coutts & Co Large-Cap Business of the Year, the Grant Thornton Mid-Cap Business of the Year and the 3i Private Business of the Year.

The hunt for the pride of British business has begun. To enter or nominate for this year's campaign, call 0207 234 8755 or visit www.nationalbusinessawards.co.uk. Finalists will be announced on the 28th July and winners will be honoured at the National Business Awards gala dinner and awards ceremony in London at the Grosvenor House Hotel, Tuesday 8th November. As official car partner, Jaguar will this year be providing chauffeur services to winners after the main presentations.

- Ends -

Notes to editor:

About the National Business Awards

Open to organisations of all sizes from all sectors across the UK, the National Business Awards in partnership with Orange is the UK's most prestigious independent business recognition platform with its particular emphasis on excellence, innovation and ethical business. Now in its tenth year, the National Business Awards connects the nations' professionals through its annual awards ceremony; year-round thought leadership and round table events; and is United Business Media's flagship awards programme. Visit www.nationalbusinessawards.co.uk for further information.

Awards categories 2011

Categories open to entries

- The Excellence in Marketing Award
- The WorldPay Online Business of the Year
- The Online Small Business of the Year
- The Customer Focus Award
- The Employer of the Year
- The ICAEW Sustainability Award
- The BlackBerry Growth Strategy of the Year
- The BlackBerry Business Enabler of the Year
- The Orange Innovation Award
- The Entrepreneur of the Year Award
- The Santander Small to Medium Sized Business of the Year Award

Categories run by nomination only

- The 3i Private Business of the Year
- The Grant Thornton Mid-Cap Business of the Year
- The Coutts & Co Large-Cap Business of the Year
- The Daily Telegraph Award for a Decade of Business Excellence
- The Orange Leader of the Year

Why enter the NBAs?

The benefits of entering the National Business Awards extend far beyond picking up one of the prestigious trophies at the annual awards ceremony in November. Here are five great reasons to enter the National Business Awards:

- **Raise your profile**
- **Prove your excellence**
- **Acknowledge your team's efforts**
- **Impress partners, clients and investors**
- **Join a network of exceptional organisations**

1. Raise your profile

Across all sizes and types of organisation, every National Business Award winner and finalist gains from national exposure through a co-ordinated PR campaign - and raised profile among some of the most influential people in business, and government, who attend the award ceremony in **November**.

In 2011, the National Business Awards can offer unique PR and marketing collateral through tailor made case studies written by Editorial Director, Alex Evans, plus bespoke video footage of winners and finalists at the awards ceremony and gala dinner. A variety of advertising opportunities are also available to organizations wishing to align with the National Business Awards.

2. Prove your excellence

A benchmarking report (included in your entry fee) will assess the strength of your entry against others in your category – not only providing a comparison with similar organisations that have entered but those across all UK industries.

"The Awards are a first class way for a company, large or small, to showcase its business. The robustness of judging means the Awards recognise real quality so represent a brilliant marketing and sales opportunity while being an obvious communications tool internally as well."

Damian Reece, Head of Business, Telegraph Media Group

3. Acknowledge your team's efforts

In the busy environment of everyday business, achievements can be easily forgotten. The process of completing the entry form allows you to pause and consider what (and who) contributed to your success and where you can go from here. A representative of all short listed finalists is invited to attend the Award Ceremony and Dinner free of charge and you will have priority on table bookings so the team can celebrate their recognition on the night. In 2010, Prime Minister David Cameron acknowledged the collective achievements of all finalists by saying:

"These awards, they really do show off the best of British, from innovation to growth, from customer focus to corporate responsibility ... Category after category celebrating outstanding achievements, businesses small, medium and large, local, national and international, the true pride of Britain and the true wealth creators in our economy."

David Cameron, Prime Minister, addressing The National Business Awards 2010 delegates

4. Impress partners, clients and investors

Widely respected for the robustness of its judging, with over 100 senior professionals participating as judges in 2010, the National Business Awards provide credible third party endorsement of the success of your business model. The cache of recognition by the National Business Awards demonstrates a commitment to excellence, innovation and ethical business – and both finalists and winners have invested in enhanced PR options to win new business, secure investment and impress new partners.

"Following our win of the Orange Innovation Award we agreed to have the National Business Awards further 'dissect' our company and produce a case study of Wow! Stuff. I figured that an independent review of our company could possibly serve as a great marketing tool for prospective International retailers. Major retailers must have a multitude of new suppliers tell them they're the best and why they should buy their products. We reasoned that having the number one awards organisation, that has the backing of both our Prime Minister and our Deputy Prime Minister, tell our story had to be

more credible. It has worked so much more powerfully than any publication we could have ever created and it's now our marketing tool of choice for any introductions."

Richard North, Managing Director, Wow! Stuff – Winner, Orange Innovation Award 2010

5. Join a network of exceptional organisations

To mark the tenth year of recognition through the National Business Awards, all winners and finalists since 2002 have been invited to vote and comment on topical business issues in 2011. To give this community of exceptional organisations and individuals a more powerful voice, we have created a new **Content & Community** section where this **Alumni of Excellence** can share views, test ideas or connect with each other. The only way to join this network, and become a voice of business, is to be recognised as a finalist through the National Business Awards.

For further information please contact:

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