

Press Release
Brussels, April 29th 2009

Proxyclick wins the B2B BeCommerce Award 2009

On 28th April, Proxyclick won the BeCommerce Award in the B2B category, an initiative of both the BeCommerce organization and Inside Magazine. This prestigious award rewards Proxyclick for its contribution to e-commerce confidence-buildin. This is the fourth edition of the awards, which was attended by the Minister Vincent Van Quickenborne.

A key role in the development of e-commerce

The e-commerce platform Proxyclick, which experienced an extraordinary growth in 2008, won the BeCommerce Award thanks to the role played in the development of e-commerce. Despite the *dramatic* expansion of the Internet to all levels of society, only half of the users buy online (source: InSites Consulting). According to a survey conducted by Proxyclick, over 30% of users make their first online transaction on their platform.

Pierre Willaert, president of the jury of BeCommerce Awards and Country Manager Belgium of Ogone said: "By offering a solution addressing the need of the daily consumer companies, Proxyclick contributes actively to encourage a climate of trust that exists around e-commerce in Belgium and is therefore an important element in the development of the e-economy." With the organization of the annual Awards, BeCommerce and Inside Magazine want to give additional energy to the further development of electronic commerce.

Proxyclick, the life improvement platform

Proxyclick, established in 2006, is now the largest virtual canteen in Belgium. The e-commerce platform allows staff of companies and institutions to order varied lunches in a friendly, economical and flexible way. In 2008 Proxyclick grew 15% monthly. In 2009, Proxyclick reached and exceeded the monthly 10,000 lunches milestone. Recently, Proxyclick announced it will expand its services offering, starting with virtual laundry. Approximately 200 companies are now registered on Proxyclick; among them Bridgestone, Keytrade Bank, Roche and Danone.

For more information on Proxyclick:

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