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**Press Release: August 2008**

## **IT3.com launch into the Premier League!**

F.A Premier League new boys West Bromwich Albion FC have teamed up with Internet applications provider IT3.com to launch their brand new eCommerce website ready for the new season.

IT3.com won the contract last month and will be providing the club with their complete ecommerce solution SEO Ecommerce. This solution is a fusion of the best ecommerce features, the most effective search engine optimisation techniques and integrates with EPoS systems.



SEO Ecommerce will provide West Bromwich Albion with a host of features which include secure online credit card transactions and protection against fraud. Baggies fans will enjoy a smooth shopping experience with easy navigation around the site when making purchases and will be able to track their own orders online.

West Bromwich Albion are the first Premier League side to secure the services of the Microsoft award winning IT3.com. Adam Price, Managing Director of IT3.com commented, *"We are delighted that West Bromwich Albion chose IT3.com to develop their Ecommerce*

*website. We feel that we can dramatically enhance their shopping website and create a fantastic online experience for their fans. We are looking forward to working closely with them to develop the site for the new season”.*

Paul Bradbury, Head of Retail at West Bromwich Albion said, *“We needed to find an established ecommerce provider whose system was second to none. In IT3.com we found they could meet all our requirements for our new life in the Premier League”.*

So keep your eyes peeled for the new West Bromwich Albion Ecommerce online shop!

To View West Bromwich Albion’s new online shop visit-  
[www.wbashop.co.uk](http://www.wbashop.co.uk)

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For more information on IT3.com’s products and services please do not hesitate to contact:

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Notes to Editors

IT3.com are an award winning internet applications company, headed up by entrepreneur of the year Adam Price. Their revolutionary SEO product range has been so successful that it has won the Microsoft Innovation through Technology Award. IT3 are passionate and dedicated to providing their customers and partners

with the tools, advice and training they need to easily manage their online businesses. Furthermore they make it straightforward for businesses to do extremely well online by removing the technical barriers, thus enabling their customers to be in control of their own websites. Through continuously researching and developing their product range, whatever the need, IT3.com can advise on the best solution.

Clients include:

- Oatmeal Training – [www.oatmealtraining.co.uk](http://www.oatmealtraining.co.uk)
- Cardiff Council – [www.visitcardiff.com](http://www.visitcardiff.com)
- Real Crisps – [www.realcrisps.com](http://www.realcrisps.com)
- AJ Access Platforms – [www.accessplatforms.com](http://www.accessplatforms.com)
- James & Jenkins – [www.jamesandjenkins.co.uk](http://www.jamesandjenkins.co.uk)
- Sinclair Group – [www.sinclairgroup.co.uk](http://www.sinclairgroup.co.uk)
- The Chorley Nissan Group – [www.chorleynissan.co.uk](http://www.chorleynissan.co.uk)
- Girlie Things – [www.girliethingswales.co.uk](http://www.girliethingswales.co.uk)
- Kettler- [www.kettlercrosstrainer.co.uk](http://www.kettlercrosstrainer.co.uk)

Brands Include:

- SEO Site Builder
- SEO Site Builder Automotive
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- SEO Live Support
- SEO Startup
- SEO Retail Manage

Further details can be found at – [www.SEOSiteBuilder.com](http://www.SEOSiteBuilder.com)

