



06 January 2010

For immediate release

College Hill wins ASOS brief

ASOS has switched its financial PR account to College Hill.

The account will be led by partners Matthew Smallwood and Justine Warren and is an addition to College Hill's growing retail and luxury brand practice.

Established in June 2000 and admitted to AIM in October 2001, ASOS.com is the UK's largest independent online fashion and beauty retailer. Aimed primarily at fashion forward 16-34 year olds, ASOS.com attracts over 5.2 million unique visitors a month with 2.6 million registered users and 1.2 million active customers who have shopped with the company in the last six months.

College Hill Chairman Alex Sandberg commented: "This is an exciting assignment in the dynamic world of retailing. It is a sector that College Hill has focused on and we anticipate building our presence in this area."

-ENDS-

Enquiries:

College Hill

Donna Zurcher, Managing Director

+44 20 7457 2020

Notes for Editors:

About College Hill

College Hill is a growing international business communications consultancy with offices in Europe, China, India, South Africa and the United States. College Hill's wide range of complementary practices provides advice to clients around the world on communicating with their principal stakeholders. Areas of expertise include financial public relations and investor relations, with specialist industry sector teams; corporate public relations; public affairs; branding; financial reporting and digital; risk and crisis management; employee engagement and strategic research consultancy; healthcare and life sciences. See collegehill.com for further information.