

DIXONS.CO.UK ENTERS FINANCIAL SERVICES COMPARISON MARKET WITH CALL CONNECTION

Launch of unique aggregator through both web and phone

Call Connection, the UK's largest insurance call exchange, today announced a major agreement with DSG International (DSGi) to support its expansion in the financial services market. Call Connection will build and manage Dixons.co.uk new UK financial services aggregator which will allow consumers to compare prices across a range of products and providers, beginning with motor and home insurance.

The new Dixons.co.uk service will be a major new player in the price comparison marketplace and will be accessible from both the Internet and telephone channels. Basic development work is completed and the site will be live before the end of 2007.

"The combination of our strong brand and in excess of 15 million site visits every year mean that moving into financial services is a logical next step for Dixons.co.uk," said Jonathan Hewett, DSGi Group Financial Services Director. "We chose to work with Call Connection as it combines advanced technology with a strong focus on delivering excellent customer service by both the web and phone channels. This new partnership will provide our customers with access to good value financial products from leading providers. We believe this new offering will be very appealing to both our existing and new customers."

Uniquely the new Dixons.co.uk financial services aggregator will work seamlessly across both telephone and the web. Customers can enter their details through either channel and receive tailored, personalised quotes that meet their needs by offering low prices and great service.

"Our proposition is significantly different from the rest of the market, meaning that Dixons.co.uk customers will have the choice about whether they want to use the net or get a personal service by calling one of our agents," commented Graeme Kalbraier, Managing Director, Call Connection. "No one else offers customers this choice. Dixons.co.uk has a reputation for good value and service and that's exactly what we are going to provide in the financial services products market. We are delighted to have reached an agreement with such a prestigious group."

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About DSG international plc

DSG international plc is one of Europe's leading specialist electrical retailing groups. It operates a multi-channel approach to electrical retailing and trade through more than 1,300 stores and online stores, spanning 27 countries and employing nearly 40,000 people. More than 100 million customers shop in-store and online with DSGi every year.

DSGi's retail and e-tail brands include PC World, Currys and Dixons.co.uk in the UK and Ireland, Elkjøp in the Nordic countries, UniEuro in Italy, Kotsovolos in Greece, Electro World in central Europe, PC City in Spain, Italy and Sweden, and Pixmania.com across Europe

DSGi offers customers a comprehensive range of after sales services, including our national customer support operation for IT and digital technology, The TechGuys, which offers telephone and home-based support services throughout the UK. It also runs a multi-brand business-to-business operation in the UK.

About Dixons.co.uk

Dixons.co.uk is the UK's best-known online retailer of consumer electronics. From camcorders to plasmas TVs, DVD players to laptops, washing machines to cookers, Dixons.co.uk has been offering customers the very best and very latest technology since it first opened as a single photographic studio in 1937.

Dixons.co.uk receives nearly 300,00 unique visitors per week, checking around 75,000 competitor prices every day, benchmarking against a field of over 40 competitors. Dixons.co.uk launched the UK's first online price promise in autumn 2006.

About Call Connection

Call Connection is an UK based call-handling centre that uses the latest technology to answer, screen, filter and route telephone calls. Working predominantly within the insurance market, Call Connection now operates with major UK insurers to provide them with profitable call handling solutions.

All calls are answered by a live agent, who will ask a few key questions and then transfer the caller straight through to the most suitable provider, as well as providing priority phone numbers of other suitable companies interested in quoting for their business.

Based in Ipswich, Suffolk, Call Connection has grown from strength to strength, and is one of the fastest growing companies in the insurance sector, expanding to a 230 seat call centre. Handling

in excess of 50,000 calls per week, Call Connection prides itself on the exceptional service provided to its business partners and to customers through the Call Connection experience. A *Sunday Times Top 100 Best Companies to Work for*, it employs 400 staff at its state of the art offices. For further information please see: www.callconnection.com

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