

Addison Lee Acquires Blueback

Addison Lee is pleased to announce that on 30th October 2007, we completed the acquisition of Blueback Ltd. Blueback has quickly established itself in a competitive industry by being forward thinking and focusing on the customer, an approach that fits well with Addison Lee's own ethos.

We are confident that the similarity in the two companies will mean the transition of ownership will be a smooth one and it is our intention to ensure that we not only maintain the service levels that you have come to expect but that we enhance your experience through our additional technologies and increased coverage due to the larger fleet size.

You may not be aware but Addison Lee is London's largest private hire operator with an existing fleet of over 1800 air-conditioned people carriers and the ability to provide a vehicle to any central London location within 15 minutes from your booking.

As an Addison Lee passenger you will also receive a text message to let you know the car is on its way and another text when it has arrived. All of our cars also have satellite navigation enabling us to find even the most obscure addresses.

In addition to our people carriers, we also operate 200 E and S class Mercedes VIP cars. For group travel, our coach division can provide you with a range of luxury options, from 19 to 53 seater coaches. Your Blueback Account will now also give you access to Addison Lee bike and van courier services.

If you would like to know more about Addison Lee please visit our website at www.addisonlee.com or please contact Jamie Silver on 020 7202 6637 or via email: jamie.silver@blueback.com

Blueback Ltd will continue to trade as Blueback but will now, as part of the Addison Lee Group, have the additional support and resources of our company to call upon. We would like to thank you for your business to date and look forward to continuing to work with you in the future.

Yours sincerely



Liam Griffin
Managing Director
Addison Lee and Blueback