

PRESS RELEASE

November 1, 2007

Powerchex are scooping awards whilst boosting the UK economy!

Working Mum's company wins Service Business of the Year Award

*A government report published in August revealed that small businesses account for a whopping 47.1% of employment and 37.2% of turnover in the UK, making their combined economic contribution enormous and worthy of recognition!**

Working mum Alexandra Kelly proved that you can juggle both family and business when her company Powerchex won the Service Business of the Year Award at the national NatWest Startups Awards.

Mother of two and managing director Alexandra said, "Winning this award proves that anyone can do it, no matter what their situation. Starting a business and taking care of small children at home can be a challenge, but not impossible."

Managing director (and mum) Alexandra started Powerchex 3 years ago with two desks, one employee and a fax machine. Today, the company employs 26 people at its office in the City and has a client list that includes some of the nation's most prestigious banks and financial companies.

Under the scrutiny of judges such as Martin Webb, host of channel 4's Risking It All, Alexandra's company Powerchex was selected for its fantastic customer service in providing a pre-employment screening service to City firms.

The judges were impressed that Powerchex had found a niche in a seemingly staid industry, offering an innovative time and cost saving solution to its clients. Judges praised the company's commitment to quality service and "obliterating complacency" and it's no satisfaction refund guarantee. The company has strong ethics, rewarding its staff well and investing in CSR. After being rejected by Dragons' Den, Alexandra Kelly has bounced back to prove them wrong building a dynamic company with personality in a sector that isn't known for it.



“Our winners are the business leaders of tomorrow but the driver’s of today’s economy. It’s essential we recognise their efforts and that’s what the Startups Awards and today’s winners are all about.” says **Matt Thomas, editor, startups.co.uk**

The awards ceremony was held at the plush Royal Garden Hotel in Kensington and hosted by Sky News’ Adrienne Lawler and original Apprentice winner, Tim Cambell.

“It was fantastic to stand up in front of all those people and receive the award. It is moment that I’ll certainly share with my children for years to come”, says Alexandra.

The startupsawards, organised by startups.co.uk, comprised 15 categories, each showcasing the best new businesses in the UK.

The judges looked at a wide range of criteria; in particular, business success either by increase in sales and unit volume, market research and identification of customer focus, organisational and team building effectiveness, strategic planning, overcoming obstacles and barriers to success, visionary leadership and social and community responsibility.

Endorsed by the Department for Business, Enterprise & Regulatory Reform (BERR) and headline sponsored by NatWest, the fourth annual startups awards was an overwhelming success and continues to underline its commitment to identifying and rewarding the UK’s best new businesses.

- ENDS -

Notes to editors

*The Department of Business, Enterprise and Regulatory Reform, UK 2006. Published 22 August 2007

For press information on the startupsawards please contact: Ella Gascoigne at ellag@crimsonbusiness.co.uk

About Powerchex

Powerchex is the UK’s premier pre-employment screening firm for financial institutions. Based in the City of London, Powerchex checks the background, employment history, criminal records and professional qualifications of applicants on behalf of financial institutions. It sets the industry benchmark of 5 days for a background check.
powerchex.co.uk.

For more information please contact:

Alexandra Kelly

0207 709 2058

akelly@powerchex.co.uk



Startups.co.uk

The 2007 Startups Awards is organised by Startups.co.uk – the UK's largest website for people starting and running their own businesses. Startups provides free help and advice to 160,000 new visitors every month. www.startupsawards.co.uk

NatWest

The 2007 Startups Awards is headline sponsored by NatWest Business Banking. As one of the leading banks for small business, NatWest understands the difficulties of running a successful business and knows just how much work it takes. NatWest has an extensive network of local Business Managers and offer a dedicated relationship service to all business customers including a direct line to each business manager, free face-to-face advice and phones manned 24/7. In addition, it offers free and discounted business banking for up to two years, a free start-up course and a comprehensive range of banking solutions tailored to your business needs. www.natwest.co.uk/startup

Other sponsors include Barter Card, brighter business, BT, NetRegs, Yellow Pages, amen, brother, BPS, EOFFICE and Business Link.