

PRESS RELEASE

SIMPLY SCUBA STORE LAUNCH [IPHONE SHOPPING APP](#)

Summary:

SIMPLY SCUBA THE ONLINE SCUBA DIVING EQUIPMENT STORE IS LAUNCHING ITS OWN [IPHONE APPLICATION](#) WHICH WILL ALLOW CUSTOMERS TO BROWSE AND PURCHASE ITS PRODUCTS. THEY WILL BE ABLE TO MAKE PURCHASES FROM THEIR IPHONE EASILY AND SECURELY USING A DEBIT OR CREDIT CARD.

Body:

SIMPLY SCUBA THE ONLINE SCUBA DIVING EQUIPMENT STORE IS LAUNCHING ITS OWN [IPHONE APPLICATION](#) WHICH WILL ALLOW CUSTOMERS TO BROWSE AND PURCHASE ITS PRODUCTS. THEY WILL BE ABLE TO MAKE PURCHASES FROM THEIR IPHONE EASILY AND SECURELY USING A DEBIT OR CREDIT CARD.

CUSTOMERS CAN SEARCH FOR SCUBA (SELF CONTAINED UNDERWATER BREATHING APPARATUS) PRODUCTS VIA DEPARTMENTS WHICH WHEN CLICKED ON WILL TAKE THEM THROUGH TO THE PRODUCT PAGE WHERE THEY WILL FIND DETAILED INFORMATION AND IMAGES OF THE PRODUCTS, JUST LIKE YOU WOULD SEE ON THE SIMPLY SCUBA WEBSITE.

CUSTOMERS CAN USE THE NEWS FEATURE WITHIN THE APPLICATION WHICH WILL ALLOW THEM TO SEE ALL THE LATEST NEWS FROM SIMPLY SCUBA, INCLUDING OUR LATEST OFFERS, NEWS AND PRODUCT INFORMATION.

SIMPLY SCUBA HAS RECOGNISED THE IMPORTANCE OF MOBILE APPLICATIONS AND WANTS TO OFFER THEIR CUSTOMERS THE CONVENIENCE OF BROWSING AND SHOPPING WHILST AWAY FROM THEIR COMPUTERS. WITH THIS GOAL IN MIND THEY HAVE CREATED THIS APPLICATION. THEY ALSO BELIEVE THAT THEIR CUSTOMERS WILL APPRECIATE THIS NEW WAY TO SHOP; THEY BELIEVE IT'S AN INDUSTRY FIRST FOR A UK SCUBA DIVING STORE.

MANAGING DIRECTOR GERRARD DENNIS SAID "OUR CUSTOMERS BY THEIR VERY NATURE ARE KEEN TO BE OUTSIDE RATHER THAN IN, SO TO OFFER A MOBILE SHOPPING SYSTEM SEEMS A LOGICAL STEP. WE HOPE OUR CUSTOMERS WILL ENJOY THE FLEXIBILITY OF BEING ABLE TO BROWSE OUR EXTENSIVE RANGE OF SCUBA GEAR WHILST AWAY FROM THEIR STATIC PC. WHETHER THEY USE THE APP JUST TO BROWSE OR MAKE THE ENTIRE PURCHASE WE WILL HAVE TO WAIT AND SEE BUT WE FELT IT WAS IMPORTANT THAT THEY COULD COMPLETE THE WHOLE TRANSACTION ON THE IPHONE SHOULD THEY WISH TO."

SO WHY DID THEY CHOOSE THE IPHONE? WELL, THEIR CUSTOMERS TEND TO BE DYNAMIC CONSUMERS MATCHING THOSE WHO OFTEN USE AN IPHONE. IN

ADDITION TO THIS THE IPHONE'S APPLICATION BASED SOFTWARE WAS PERFECT FOR SIMPLY SCUBAS LAUNCH INTO MOBILE SHOPPING.

SIMPLY SCUBA OFFERS EXTENSIVE RANGES OF [REGULATORS](#), [BUOYANCY CONTROL DEVICES](#), [DIVE COMPUTERS](#), [DIVE WATCHES](#), [DIVE MASKS](#) AND [FINS](#). PLUS ALL THE [ACCESSORIES](#) YOU WOULD EXPECT IN A DIVE STORE.

YOU CAN DOWNLOAD THIS APPLICATION FOR FREE THROUGH THE ITUNES APP STORE NOW. FOR MORE INFORMATION PLEASE VISIT [HTTP://WWW.SIMPLYSCUBA.COM/IPHONE/](http://www.simplyscuba.com/iphone/)

ENDS

5 OCTOBER 2009
FOR IMMEDIATE RELEASE

NOTE TO EDITORS:

1. THE SIMPLY GROUP IS A TRADING NAME OF SIMPLY SCUBA LTD ESTABLISHED IN 1995. CURRENTLY THEY EMPLOY 24 STAFF ACROSS TWO LOCATIONS IN WHITSTABLE AND FAVERSHAM IN KENT. THEIR SEVEN ON LINE STORES TURNOVER AROUND £3.5M WITH THE COMPANY STILL FAMILY OWNED AND OPERATED BY THE FOUNDER GERRARD DENNIS AND HIS WIFE JO DENNIS.
2. THE SIMPLY GROUP, 92-93 JOHN WILSON BUSINESS PARK, WHITSTABLE, KENT, CT5 3QT. MEDIA CONTACT: CHRIS CORFIELD TEL : 01227 284343 [WWW.THESIMPLYGROUP.COM](http://www.thesimplygroup.com)