**PRESS RELEASE**

Att: Head of News 2015-01-28

Yet another Grand Slam for Inet – Sweden’s most prized computer retailer
**- Computer Store of the Year 2014**

**- Online Store of the Year 2014**

**- Online Retailer of the Year 2014**
 **Inet has once again made a grand slam in the three biggest independent customer surveys *Computer Store of the Year 2014, Online Store of the Year 2014* and *Online Retailer of the Year 2014,* winning all three prestigious titles.
– Our goal is to always be ahead of the competition, especially when it comes to customer support. These three awards proves that we again have succeeded, and it only makes us want to work even harder to keep our position at the top, says Erik Wickman, Managing Director of Inet.**It is a yearly tradition by now – Inet’s success in the three award categories, based on comprehensive and independent customer surveys. It is also the seventh consecutive time Inet has been named *Computer Store of the Year* by Sweclockers members, the fifth year Inet is given the award for *Online Store of the Year* by Prisjakt, and the third consecutive win for Inet in the *Online Retailer of the Year* of computer productswhich is issued by Pricerunner.

– It is a magical feeling to once again win all three awards from Sweclockers, Pricerunner and Prisjakt. To be regarded as the best in the business by customers is always our main target.

Sweclockers is Sweden’s biggest online publication in computers, hardware and computer games, and 4 000 out of their 200 000 plus members once again named Inet their favorite computer store of 2014. Meanwhile Pricerunner’s survey consisted of customer reviews after finalized purchases, and Prisjakt held a vote on their website for their users.

The motivation from Prisjakt reads: “*Inet knows how to keep their customers loyal, who in turn are happy to show their appreciation. Inet has, through a very knowledgeable staff and a wide range of products, delivered service of the highest quality”.*

– We are extremely glad and grateful for all the votes we received. This is another incentive and boost for us to continue to work hard and make sure that we keep giving our customers what they want. The competition in the computer retailing business is hard and we need to move forward in order to stay on top this coming year as well, says Erik Wickman.

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