



NEW 'THRILL EXPERIENCES' WEBSITE BRINGS THE THRILL BACK TO SHOPPING ONLINE

E-COMMERCE RETAILER Gifts That Thrill has today unveiled its new brand, Thrill Experiences. Along with a new brand, Thrill Experiences has launched a retail website at www.thrillexperiences.com.au marking an enormous departure from traditional online gift sites.

The ambitious web development project has created a vibrant, snappy, easy to navigate site with exciting animations.

A simple new filter and search system promises a quick and easy user experience allowing shoppers to research and narrow choice by category, occasion, region and price.

Phil Williams, Director at Thrill Experiences, said:

"The experience market continues to grow in Australia and we are constantly adding new products and features to meet customer demand. Our in-house team has worked incredibly hard to develop a new system to showcase the full product range while offering the ability to instantly book activities on a growing number of experiences."

"Initial customer feedback is very positive; there's no doubt the new site has restored the thrill to the browsing and buying process with an interactive, animated and speedy experience."

Popular features include in-browser special offers, instant bookings, recommendations and customer feedback options.

To celebrate the launch of the new look web site Thrill Experiences are offering over 200 discounts off its range of experiences. A full list of discounts can be viewed at www.thrillexperiences.com.au/all-experiences/special-offers/ with over 240 more available for registered customers.

Ends

For more information please contact Phil Williams on 03 86377120 or visit www.thrillexperiences.com.au