

Miglio selects E-NABLE to roll out e-Strategy

Pioneers new Benefits Portal

Crewkerne, 20 April 2009 - Fashion and jewellery brand Miglio today announced its co-operation with strategy and solutions house, E-NABLE. The companies will be rolling out a first instalment of online tools, designed to support Miglio's network of independent consultants in the UK.

Branded 'MyMiglio', and launching in May (2009), the initial offering will comprise fully optimised recruitment websites for Miglio consultants. The company selected E-NABLE for its business model, its ability to roll out in a short timeframe, and its future-proof technology concept. The 'MyMiglio' service is designed to ensure Miglio's ongoing legal compliance and brand integrity on the web. The company has therefore taken a decision to formally ban any other forms of online representation being used by consultants.

A Direct Selling first

In return for such 'exclusivity', Miglio claims 'MyMiglio' provides consultants with all the customisation and lead generation tools they need to drive their business online. What's more, Miglio will be the UK's first DSO to roll out E-NABLE's benefits portal as an integral part of the service. All consultants who sign up to 'MyMiglio' gain access to the portal, which provides them with more than 300 exclusive offers and discounts from selected UK retailers and service providers, including Boots, Comet, the RAC, ASDA and Sainsbury's.

Future proof concept

As part of E-NABLE's future-proof concept, Miglio is already evaluating additional services for future roll outs. A sophisticated 'dynamic online consultant directory' will be rolled shortly after launch. The company is also evaluating E-NABLE's collaborative email solution, which is designed to engage consultants in consumer email marketing, leveraging their ability to build email data quickly and cost-effectively.

About Miglio

Miglio was started in 1996 by Mike and Jenny Miller in South Africa to distribute jewellery and to offer an exciting opportunity for people of all ages, background and experience levels to do the same. Miglio has now become a household name throughout South Africa with over 6,000 independent consultants. In 2003 the Miglio concept was brought to the United Kingdom by Sue Dean and Tim Westinghouse. Since then it has grown rapidly - currently utilising more than 1,000 independent consultants

About E-NABLE

E-NABLE has provided hosted online solutions for direct selling since 2002. The company has offices in the UK and the Netherlands, where its R&D and operations teams are based. E-NABLE's revolutionary platform provides Direct Selling Organisations with the integrity and legislative compliance that their brand deserves.

More information

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