

# Leading European Digital Marketing Supplier eCircle Joins Return Path Alliance as Charter Member

**London, 25<sup>th</sup> January 2007.** eCircle, the digital marketing supplier with offices in the UK, Germany, France and Italy, has today announced a partnership with Return Path, the leading email deliverability company, to help set up a new ISP relations programme called 'The Sender Score Receiver Alliance'. Combined with eCircle's other deliverability activities such as the Certified Sender Alliance in Germany, eCircle is the only European email marketing provider delivering its clients the broadest range of deliverability services and therefore achieving industry leading deliverability for newsletters and email campaigns.

The ISP programme run by Return Path is at the moment limited to one US-based company and one sole European supplier, eCircle. eCircle's charter membership will help support their already successful European ISP relations programme in Germany - the Certificated Sender Alliance (CSA). The move will give eCircle customers optimal delivery security by adding ISP relations for senders emailing to European countries such as the UK, Italy and France and as well the US.

Email deliverability is always a concern and when additional elements such as language, time zones, etc are taken into account there are more things to potentially go wrong. However, The Sender Score Receiver Alliance provides a central contact point between Email Service Providers and ISP's, allowing the ISP's local access, knowledge, specific points of view and insight for each individual market. The programme helps companies increase their success in reaching inboxes across EMEA regions, deter spam and reduce the numbers of false positives.

Volker Wiewer, CEO of eCircle says 'Email deliverability is of utmost importance to us and our clients across Europe. We're delighted to be working alongside Return Path, the leading global deliverability supplier, to ensure that excellent ISP relations are developed and maintained, helping our clients stay ahead of the game and reach as many inboxes as possible.'

Matt Blumberg, Return Path's CEO adds 'The ISP community has been very supportive of the Sender Score Receiver Alliance, which will help increase deliverability worldwide. We look forward to working with eCircle as our first European provider.'

The Sender Score Receiver Alliance will open to general membership later in 2007.

**Ends**

**eCircle Ltd.**  
5-9 Hatton Wall  
London EC1N 8HX  
T +44 (0)20 7618 4200  
F +44 (0)20 7618 4201  
info-uk@ecircle.com  
www.ecircle.com

**CEO**  
Volker Wiewer  
  
Registered Address:  
Ashford House  
Grenadier Road  
Exeter EX1 3LH

**NatWest Bank London**  
Sort Code: 56-00-03  
Account: 79287190  
IBAN: GB95NWBK 560003 79287190  
SWIFT: NWBKGB2L  
VAT Reg No: 757 1931 09  
Company Reg No: 03976500





## Notes to the Editors

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### About eCircle

eCircle is one of Europe's largest digital direct marketing companies, owning the most comprehensive permission marketing database for email campaigns and lead generation as well as a state-of-art technology solution for digital direct marketing. Since 1999 eCircle has stood for innovative and efficient online marketing for customer acquisition and retention. Leading companies and agencies trust our consistent customer care, our long-term experience and not least our highly motivated and committed employees.

### Press Contact

eCircle Ltd.  
Lucy Hudson  
Marketing Manager  
Tel +44 (0)20 7618 4200  
pr-uk@ecircle.com

Limelight PR  
James Holmes  
Account Manager  
Tel +44 (0)20 7821 9210  
james@limelightpr.co.uk

**eCircle Ltd.**  
5-9 Hatton Wall  
London EC1N 8HX  
T +44 (0)20 7618 4200  
F +44 (0)20 7618 4201  
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**CEO**  
Volker Wiewer  
  
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