

eCircle appoints Christopher Kollat as Vice President of eCircle's Media Division

London, 23rd March 2009. Leading pan-European end-to-end email marketing services company eCircle, today announced it has appointed Christopher Kollat as Vice President of its Media Division with a strong focus on UK media operations. In this new role, Kollat, who previously headed up the Media Product Management team for eCircle, will take responsibility for the entire Media division, including the email list rental and lead generation teams. With this appointment eCircle is strengthening its competitive position within the UK online media landscape further by bringing international leading media experience to the market place. His European list rental expertise means that roll out of international email campaigns will be much more efficient.

In his new role, Kollat will be responsible for a team of over 30 people who are solely focused on email campaigns and lead generation handled by Barney Willis and Simon Bever. eCircle's List Rental team offer clients access to over 80 million opt-in email address, whilst the Lead Generation team works closely with clients to develop brand new qualified leads through its collection of lead generation portals including mytestdrive.co.uk and brands2win.co.uk.

As Director of Media Product Management, Europe, Kollat was responsible for growing the product management departments for eCircle's offices in Germany, UK, Italy and France. Before joining eCircle in 2000, Kollat worked at KODAK Germany and he has also held previous roles at BBDO in Germany and North America.

Kollat's appointment follows the announcement last month by eCircle that Simon Bowker had been appointed UK Managing Director.

Commenting on his appointment, Christopher Kollat, Vice President, Media Division, eCircle said:

"In these tough economic times, brands are looking for marketing channels that deliver ROI which can be measured precisely and have realised that email is a key channel for them. The Media division at eCircle allows brands to build a warm database of prospects enabling them to start dialogues with key groups of

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consumers. I look forward to working with the team based here in the UK to grow eCircle's Media unit, ensuring we are offering our clients the right services to help them grow their customer bases.

Volker Wiewer, Co-Chairman of the Executive Board at eCircle said: "Christopher has been a great asset to eCircle and we are extremely pleased to welcome him into the new role of Vice President of the Media Division. With his valuable experience and knowledge of email list rental, list broking and campaign management he will undoubtedly drive our offering in the UK market to another level."

Ends

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Notes to the Editors

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 organisations including Argos, HBOS and Samsung trust our consistent customer care, our long-term experience and not least our highly motivated and committed employees. The company has more than 200 employees, with headquarters in Munich and additional offices in London, Paris and Milan.

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