

eCircle launches new lead generation portal SpoilMeNow.co.uk

London, 15th May 2009. Leading pan-European end-to-end email marketing services company eCircle, is launching a campaign to generate qualified prospects for its clients by launching SpoilMeNow.co.uk. The new lead generation site has been developed to provide brands with highly targeted consumer insight in the health and beauty sectors.

The website offers consumers a comprehensive guide to health and beauty offers from the UK's leading brands and categories include: fitness, weight loss, cosmetic surgery, laser eye surgery and fashion. Brands can sponsor short profiling questions and will generate fully opted-in permission for contact by email, post or telephone. Opportunities are also available for advertisers to further target relevant visitors by the growing popularity of the Spoilmenow member newsletter which informs users of the latest health and beauty topics and trends.

Brands already taking advantage of the opportunity to use SpoilMeNow.co.uk to generate fully opted-in prospect databases include Ultralase, Optimax (laser eye specialists) and Schill Dental (cosmetic dentist group).

SpoilMeNow.co.uk is based on a similar, very successful health and beauty portal (Schoenheitsportal.net) run by eCircle's office in Germany where between 5,000 and 10,000 qualified leads are generated each month for eye and cosmetic surgery clients.

Christopher Kollat, Vice-President Media Division, eCircle comments: "SpoilMeNow.co.uk will provide a comprehensive guide to the UK's best health and beauty offers. The design of the site means that consumers are able to save time and money by selecting attractive offers as soon as they are launched by brands. For our clients, the relevant content and the targeted nature of the questions will guarantee the quality of the leads."

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

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.

Press Contact

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

Limelight PR
Kate Moloughney
Account Manager
Tel +44 (0)20 7201 0600
Kate@limelightpr.co.uk

eCircle Ltd.
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