

The Football Association appoint eCircle as its email supplier

London, August 2009. The Football Association (FA) has appointed digital direct marketing company eCircle following a competitive pitch process.

Tasked with providing advanced functionality for sophisticated email tactics such as transactional campaigns and triggered service messages, eCircle will be working alongside the FA to assist with its email programme and offering strong, strategic support.

The FA will use eCircle's recently re-launched email marketing software eC-messenger which continually monitors spam complaints and provides a clear picture of the data at all times.

The FA, which was the first ever national football association, is the latest in a string of large organisations to appoint the agency, following Halfords and Argos.

Howard Blanchard, Digital Marketing Manager, The Football Association commented:

"We needed a reliable email service provider that could manage a variety of types of email communications for the many FA and Wembley brands quickly and effectively. The eC-messenger software, which is easy to use and has an intuitive Content Management System, made eCircle the clear choice. We're looking forward to seeing how the appointment will improve our relationship with fans."

Simon Bowker, Managing Director of eCircle added:

"The FA relies heavily on its database to communicate with supporters and followers at every touch point, with the right message at the right time. More than ever it is essential for businesses to invest in targeted and personalised communication strategies, and we will be working closely with the FA to achieve this. We look forward to a long and successful relationship with The FA."

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

**Directors: Simon Bowker,
Alex Meyer and 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





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.

About the Football Association

The Football Association, also known as The FA, is the governing body of association football in England and the Crown Dependencies of Jersey, Guernsey and the Isle of Man. The FA has a historic significance as the first ever national football association. All of England's professional football clubs are members of the FA. The FA is responsible for the appointment of the management of the England men's and women's national teams and the organization of the FA Cup. Although it does not run the day-to-day operations of the country's top league, the Premier League, it has veto power over the appointment of the league Chairman and Chief Executive and over any changes to league rules.

Press Contact

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

Limelight PR
Julia Nightingale
Account Manager
Tel +44 (0)20 7201 0600
julia@limelightpr.co.uk

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