

## **eCircle makes a raft of new appointments as it continues to show strong growth in the UK**

**London, 30th October 2009.** Europe's biggest digital direct marketing company, eCircle, is to expand London team by 12%, in response to continued client growth. In particular two new appointments have been made to boost the Key Accounts Team with Catherine Jannetta (Née Calhoun) joining from rival email marketing agency Lyris as a Key Accounts Manager and Chris Butler who joins from media planning and buying agency EDR as Senior Key Account Manager.

The London office will also take on a member of staff in a product manager role for the first time. Richard Warner joins eCircle as Senior Product Manager having experience both as a programmer and product manager at a variety of high profile companies. This new role will enable the UK office to have better communications between the product development team and account teams.

Other appointments include Candice Finday and Jane Dee to Account Manager positions, Freddie Taylor as Lead Generation Manager, as well as Colin Doyle as New Business Executive. eCircle has continued to grow this year with new client wins from Halfords, The FA and Soletrader. The new staff will also contribute to maintaining eCircle's high client to staff ratio of 4:1.

**Simon Bowker, UK Managing Director at eCircle said:** "Email continues to prosper as a marketing medium that delivers targeted communication in a measurable and effective manner. I'm pleased that eCircle has had a strong year but I recognise that to maintain position as Europe's leading email marketing services provider we need to continue to invest in both our people and our technology."

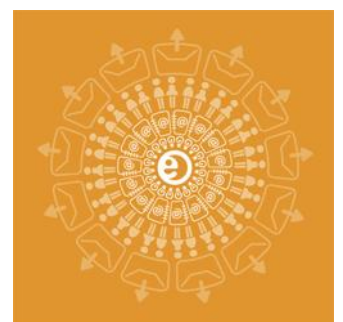
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## Notes to the Editors

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### About eCircle

eCircle is one of the leading providers of online marketing services, providing state-of-the-art technology, permission marketing databases and professional services for email marketing to the world's biggest brands. Since 1999 eCircle has stood for innovative and efficient email 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 professional employees. The company has more than 200 employees, with headquarters in Munich and additional offices in London, Paris and Milan.

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