

## **eCircle strengthens stance in Europe with new offices opened in Spain and The Netherlands**

**London, 7th December 2009.** eCircle, Europe's biggest digital direct marketing company, is set to launch offices in Spain and The Netherlands. This follows the hugely successful expansion of the London team by 12%, in response to continued client growth.

2009 has been an extremely successful year for eCircle, with the business acquiring over 180 significant new customers since the beginning of the year. To strengthen this growth and in particular to provide support to its customers on location, the leading ESP will open the new sites in addition to consistently building on the existing business.

The new sites Spain and The Netherlands will be in addition to offices in Germany, France, Italy and the UK. The new offices will be managed by two highly experienced online marketing experts, with the first clients already signed up in both countries. In Spain, Emilio Mediano joins from a local competitor. Stefan Kroon, from Schober Information Group (NL) where he was responsible for selling email marketing solutions, will head up the Dutch office.

Like the existing locations, the new branches will offer innovative and efficient email marketing solutions to help clients gain new customers and increase loyalty. Foreign business currently makes up 45% of eCircle's turnover; through this strategic move into Spanish and Dutch markets, eCircle aims to further build on its presence and influence in Europe.

**Volker Wiewer, CEO at eCircle said:** "With this expansion, we are firmly cementing our market leadership in Europe and are now best placed to deal with the demands of our international clients. This growth demonstrates that 2009 has been a fantastic success for the email marketing sector as a whole, despite the financial crisis. Many companies have recognised how efficient email marketing is, particularly in challenging economic times and are investing in this form of advertising in a target-oriented way."

**Ends**

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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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