

eCircle Announce Dr. Arnold Bahlmann as New Chairman of the Supervisory Board

Due to the TA Associates majority investment in eCircle the Supervisory Board and Management Board at eCircle will change.

London, 19th February 2010. TA Associates, a leading growth private equity firm, recently announced that it had signed a definitive agreement for a majority investment in eCircle. Due to this investment, the Supervisory Board and Management Board at eCircle will now change. Dr. Arnold Bahlmann has been appointed as the new Chairman of the Supervisory Board at eCircle. Bahlmann joins from Bertelsmann where he was employed from 1982 to 2003. In his previous role, Bahlmann was responsible for, amongst others, BMG Europe and Bertelsmann Springer where he helped to shape the direction of the group and move ahead with the internationalisation of Bertelsmann. Bahlmann was pivotal in coordinating the majority investment from TA Associates.

Jonathan Meeks, Managing Director and J. Morgan Seigler, Senior Vice President of TA Associates will now form the Supervisory Board. The representatives of the selling investors, Prof. Dr. Mark Wössner, Dr. Martin Kuhn, Rolf Dienst, Clemens Busch, Werner Dreesbach and Dr. Ingo Meyer will resign.

“We are very pleased to have such an experienced manager like Dr. Arnold Bahlmann on board“, says Volker Wiewer, CEO of eCircle. “At the same time we would like to thank the parting board members in particular Prof. Dr. Mark Wössner for his outstanding leadership and support over the last ten years.”

The founders of eCircle Volker Wiewer (CEO), Thomas Wilke (COO/CTO) and Alex Meyer (CFO) will continue in their current roles and will place particular efforts in eCircle’s expansion as a future oriented, integrated online marketing firm. Lars Wössner will resign from eCircle after ten years as Member of the Executive Board to pursue new challenges. Wössner has been at eCircle since the start and has helped to shape eCircle’s positive development to become a strong market player.

Ends

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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 160 employees, with headquarters in Munich and additional offices in London, Paris and Milan.

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