

## Press Release

---

### eCircle drives international growth with expansion into Scandinavia

**London, September 2011.** Europe's leading email service provider eCircle is expanding its operations in Europe with the launch of a Scandinavian offering, following consistent international growth and success.

With this move eCircle will significantly expand its position in the Dutch market and enter the Nordic markets, extending the office in Utrecht as well as establishing a Nordic head office in Copenhagen.

As part of the launch, former Zoomio founder and email marketing veteran Per John Jensen, together with other key members of the Zoomio team, have been appointed by eCircle. Zoomio went into administration in August 2011.

The expansion will add to existing sites in Spain, France, Germany, Italy and the UK, strengthening eCircle's stance in Europe and providing innovative and efficient email marketing solutions to help clients gain new customers and increase loyalty.

The new team will be responsible for providing support to its customers on location, and build on existing business, utilising eCircle's industry-leading email marketing solution eC-messenger.

**Volker Wiewer, CEO, eCircle comments:** "With this expansion, we are firmly cementing our market leadership in Europe and are even better placed to deal with the demands of our international clients. Per John Jensen is an industry heavyweight and I have no doubt will contribute to eCircle's continued success in the EMEA region; eCircle is able to offer clients in these regions not only a superior product but additionally a first-class service and support throughout."

**Per John Jensen adds:** "I haven't been involved in Zoomio for the past nine months so it is very sad for me and my former colleagues from Zoomio to experience what had happened to the company and its clients who are relying on a stable platform and continuous service to support their business. eCircle has always been a company I have trusted and valued, and I am very proud to start working with eCircle's eC-messenger platform which is probably the most advanced email marketing tool in the industry. With all its integration and automation capabilities, we'll be able to offer clients the tools they need to take their email marketing programs to the next level."

#### Find out more about eCircle and eC-messenger:

<http://www.ecircle.com/en/products-services/email-marketing-software.html>

**eCircle Ltd.**  
14 St John's Square  
London EC1M 4NL  
**CEO:** Volker Wiewer

**T** +44 (0)20 7618 4200  
**F** +44 (0)20 7618 4201  
**E** [info-uk@ecircle.com](mailto:info-uk@ecircle.com)  
**W** [www.ecircle.com](http://www.ecircle.com)

**Twitter:** @eCircleUK  
**Facebook:** eCircleUK  
**Blog:** [www.ecircle.com/blog](http://www.ecircle.com/blog)





## Ends

### 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 Asda, HBOS and Halfords trust eCircle's consistent customer care, long-term experience and, not least, its highly motivated and professional workforce. The company has more than 350 employees, with headquarters in Munich and additional offices in London, Paris, Milan, Utrecht and Madrid.

### Press Contact

eCircle Ltd.

Lucy Hudson

Tel +44 (0)20 7618 4200

[pr-uk@ecircle.com](mailto:pr-uk@ecircle.com)

Limelight PR

Matthew Shaw

Tel +44 (0)20 7484 6120

[matthew@limelightpr.co.uk](mailto:matthew@limelightpr.co.uk)

**eCircle Ltd.**  
14 St John's Square  
London EC1M 4NL  
**CEO:** Volker Wiewer

**T** +44 (0)20 7618 4200  
**F** +44 (0)20 7618 4201  
**E** [info-uk@ecircle.com](mailto:info-uk@ecircle.com)  
**W** [www.ecircle.com](http://www.ecircle.com)

**Twitter:** @eCircleUK  
**Facebook:** eCircleUK  
**Blog:** [www.ecircle.com/blog](http://www.ecircle.com/blog)

