

Press Release

Online travel agency eDreams extends its partnership with eCircle

eDreams, the online travel agency, signs a new contract to stay with Europe's email marketing experts.

London, October 2011. The eCircle office is excited to continue to work with eDreams, a leading online travel agency. Since 2008, eDreams has been sending out newsletters across six countries, by using eCircle's powerful software eC-messenger. eDreams sends newsletters to its customers containing exclusive flight, hotel and holiday packages as well as discount offers and special promotional campaigns. The newsletter also contains a link to the monthly travel magazine, which features interesting contributions from the tourism and leisure industries. Since the company was founded, more than twelve million guests have successfully booked flights, hotels and travel with eDreams.

Happy customers are informed about numerous airline hotel and travel deals through the use of eDreams' professional newsletters. For this reason, they have decided to extend their contract with eCircle, the email marketing experts.

Co-founder and CMO Mauricio Prieto says: "We are delighted to be working with eCircle and their leading eC-messenger software. It allows us to meet the complex requirements of our email marketing including high send-out volumes to professional and targeted groups. We always work together in order to offer our customers a high quality and reliable service using the latest technology."

Find out more about eCircle and eC-messenger:

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

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Notes to the Editors

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

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
W www.ecircle.com

Twitter: @eCircleUK
Facebook: eCircleUK
Blog: www.ecircle.com/blog





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

Limelight PR

Matthew Shaw

Tel +44 (0)20 7484 6120

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
W www.ecircle.com

Twitter: @eCircleUK
Facebook: eCircleUK
Blog: www.ecircle.com/blog

