

Bloom to Head smartFOCUS International Operations

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- Role Supports Deepened US Focus -

Bristol, UK – 29 December 2008 - smartFOCUS, the international multi-channel marketing software company, has named Curt Bloom President of smartFOCUS International, a new position that reflects the Bristol-headquartered company's increasing investment in the US market.

Long a leading European player, smartFOCUS earlier this year bolstered its US presence by acquiring ASTECH InterMedia (see: <http://tinyurl.com/8qpbz8>), supplier of data-driven marketing solutions for the news media industry. Meanwhile, the company has enjoyed continued strong US new business growth, particularly with middle market organisations.

Formerly Managing Director, International Operations at smartFOCUS, Bloom will continue to grow operations in Latin America and Asia, where the company has made significant inroads in the last two years. Bloom continues to hold his Executive Director seat on the smartFOCUS Group Board.

Bloom, who will now reside in the US, has 25 years of international experience, specifically in growing businesses from start-up to mid-stage on virtually every continent in the world. His background includes numerous key roles in the marketing industry, including managing director at Unica Corporation, where he established its European, Middle East and African operations.

"We are seeing our US clients taking advantage of Intelligent Marketing with great results," said Chris Underhill, chief executive officer of smartFOCUS. "Facing a challenging economy, organisations are looking to enhance and create multi-channel marketing that's powerful and cost-efficient -- forming relationships that bring value to both customers and marketers. In his new role, Curt will further position smartFOCUS to help maximise that value."

About smartFOCUS Group plc

smartFOCUS (LSE:STF) is a leading international marketing software company that empowers marketers with the intelligence to drive high performance multi channel campaigns and more valuable customer relationships. Its Intelligent Marketing solutions integrate off-line and on-line data, analysis, campaign and performance management to deliver better targeted more timely and relevant communications that increase campaign conversion rates and improve customer's insight.

smartFOCUS has over 400 customers and partners worldwide using its marketing software including AAA, Abn Amro, ASOS, Centerparcs, EMI, Fig Leaves, Harrods, Hilton International, NSPCC, Société Générale and QVC.

smartFOCUS is headquartered in the UK, with operations in the US, continental Europe and Asia Pacific.
www.smartfocus.com

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