

Lastminute.com CEO Ian McCaig joins bigmouthmedia board

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Bigmouthmedia has announced the appointment of Ian McCaig to the company's board.

Joining bigmouthmedia (<http://www.bigmouthmedia.com/>), Europe's largest independent digital marketing agency, in a non-executive role, the lastminute.com CEO brings a wealth of client side international business experience to the position.

"Digital marketing plays an increasingly important role in the success of online commerce and it is a particularly exciting time for this growth sector," said McCaig. "The industry is set to take an even more prominent place on the global stage and, as a leading-edge brand with a great history and pan-European footprint, bigmouthmedia is perfectly positioned to remain at the forefront of this fast evolving industry."

McCaig, who will remain in his lastminute.com post, has a history of involvement in companies poised to make a major impact on the international markets. He was appointed COO of lastminute.com in 2003 and has been responsible for the group's operations throughout Europe. Since joining he has worked on the growth and development of lastminute.com and has successfully led the integration with Travelocity since its acquisition in July.

Aged 41, Ian was previously Vice President of 3G operations at Nokia and spent seven years overall in the telecommunications industry.

"We are particularly excited by the addition of Ian to our board", commented Steve Leach, CEO of bigmouthmedia. "While his extensive experience in the online and technology sectors will deliver obvious benefits, his mastery of the mergers, acquisitions and integration process will be of great value as we enter the next phase in bigmouthmedia's development."

Bigmouthmedia GmbH was formed in 2006 with the merger of bigmouthmedia limited and Global Media GmbH to form the largest privately held digital marketing agency in Europe through the backing of The Carlyle Group. Nazo Moosa, a director at Carlyle who sits on the board of bigmouthmedia, said: "We believe these challenging markets provide an opportunity for the leaders in each industry to consolidate their position. We are committed to supporting bigmouthmedia in its aim to lead the fragmented digital marketing sector in Europe, and are confident Ian will play a key role in achieving this."

Full bigmouthmedia release

(<http://www.bigmouthmedia.com/live/articles/lastminutecom-ceo-ian-mccaig-joins-bigmouthmedia-.asp>):

High-res images available on request

About bigmouthmedia

Founded in 1997, bigmouthmedia is Europe's largest independent digital marketing agency. With a team of over 200 staff across 13 offices in 10 countries on 3 continents, the company maximises exposure for major brands online through a variety of fully integrated digital marketing channels: Search engine optimisation (http://www.bigmouthmedia.com/products_services/search_engine_optimisation/), PPC, Online

Media Planning, Affiliate Marketing

(http://www.bigmouthmedia.com/products_services/affiliate-marketing/), Social Networking, Brand Monitoring, Online PR and Web Analytics. Bigmouthmedia also provides up to date daily digital marketing news (http://www.bigmouthmedia.com/news_information/industry_news/) to ensure clients are fully informed and aware of all industry developments.

Leading the digital marketing strategies of a third of the UK's most trusted brands, bigmouthmedia services over 300 big-brand customers globally including: Adidas, Hilton, British Airways, Tesco, Aer Lingus, BP, Barclays, Castrol, Conrad International, Dorling Kindersley, Early Learning Centre, , Fasthosts, Jumeirah, Canon, Samsung, Starbucks, Top Man, Debenhams, Which?, Lacoste, Euler Hermes and Wall Street Institute.

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