

Lokion Partners with Alterian to Deliver Hands-on Web Content Management to its Customers

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Key U.S.-based Partnership Signs First Joint Customer Lokion

LONDON – 3 March, 2009 – Alterian (LSE: ALN), a leading international integrated marketing platform provider, and Lokion, a full-service design and interactive agency, announced a partnership through which Alterian Content Management will be available to Lokion's customers. The first joint client, Stephens, Inc., a privately held, full-service investment banking firm, went live with its website, www.stephens.com in Fall 2008.

Lokion, with its diversified roster of mid- to enterprise-sized customers, was interested in adding Web Content Management products to its portfolio that would meet a wide range of client needs. Through its partnership with Alterian, Lokion can recommend, implement, enhance and train corporate users of Alterian Content Management, helping them build and run sophisticated intranets, extranets, websites and other digital channels.

"For companies with a significant web presence, it is extremely important to have a stable yet flexible Web Content Management system to help them expand and prosper," said Megan Jones, CEO of Lokion. "Alterian Content Management provides operational efficiencies, ease of use and agility needed to grow with the needs of an individual organisation – requirements that we're hearing continuously from our customers."

"Our partnership with Lokion will help us expand the global footprint of our web content management solution, Alterian Content Management, further penetrating the U.S. market," said David Eldridge, CEO of Alterian. "As marketers are looking more and more to engage their customers, websites will become more critical than ever before as a means to provide these customers with a meaningful experience."

About Alterian

Alterian (LSE: ALN) empowers marketers with an integrated marketing software platform combining database, online and operational marketing applications on a shared data infrastructure. The Alterian Integrated Marketing Platform makes it practical and cost effective for marketers to use actionable insight to execute an integrated marketing strategy across online and offline channels.

It is the unique integration of analytics, content and execution through our industry leading tools, such as the Alterian Messenger email platform, and the award winning Content Management solutions, which enables marketers to drive a seamless, multi-channel customer experience.

Alterian's analytically-led software is delivered to approximately 1,000 marketing departments, across 26 countries, and an international network of more than 100 business partners, including marketing services providers, agencies and systems integrators. Its partners, such as Accenture, Acxiom, Allant Group, Cap Gemini, Carlson Marketing, Experian, Epsilon, InfoUSA, LogicaCMG, Merkle, Ogilvy One and Euro RSCG Worldwide, deliver Alterian software alongside their own domain and services expertise to help

market leaders such as Princess Cruises, General Motors, Zurich, Astra Zeneca, HSBC, Limited Too, AEGON, Avis, Worldwide Wrestling Entertainment, Dell, Amnesty International and Vodafone integrate marketing processes and drive competitive advantage. For more information about Alterian, products within the Alterian Integrated Marketing Platform or our Partner Network, please visit www.alterian.com.

About Lokion

Lokion is a boutique interactive agency. The depth of their services in strategy, design and technology greatly outweighs their size, as do their clients and partners. Lokion designs and develops all aspects of large-scale B2B, B2C websites, software applications, branding solutions and more. The online experiences produced by Lokion help companies leverage brand awareness, customer loyalty, and growth, and Lokion's client list includes top companies in manufacturing, luxury goods, banking, retail, hospitality and logistics markets. Lokion's results stem from a commitment to immediate and long-term client business goals, plus an understanding of how consumers want to interact with brands online. From crafting personalisation & content strategy, to designing dynamic, user-friendly interfaces, to architecting and developing robust technology solutions, Lokion serves clients in a collaborative, process-driven manner. For more information and a list of clients, www.lokion.com

Ends

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