

Alterian appoints Ivan Chalif as Director of Email Product Marketing

Submitted by: Ruder Finn UK

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Chalif to help marketers improve email deliverability and increase relevance of marketing communications

LONDON, UK – 16 April 2009 – Alterian (LSE:ALN), the leading international integrated marketing platform provider, today announced the appointment of Ivan Chalif as Director of Email Product Marketing. Chalif brings with him more than ten years of industry experience from both a product management and a service provider perspective and a realm of expertise and best practise knowledge of developing email and product strategy.

Chalif will be responsible for extending and refining Alterian's email marketing product Dynamic Messenger and capitalising on the opportunities that exist in further integrating email into the company's platform. Chalif will continue to develop Engage, Alterian's existing innovative integrated email solution that allows marketers to use digital content from their website directly in their email marketing campaigns. He is also tasked with helping Alterian end users to overcome issues with deliverability and relevance through better understanding their internal data in order to use email as a more effective marketing channel.

Chalif previously held product manager roles at Mediaplex, an online marketing company, and StrongMail Systems, an email infrastructure provider, where he was responsible for developing product strategies, driving tactical implementation and taking new product releases to market. Chalif also held product management and services positions at Acxiom Digital, where he was responsible for releasing their first web-based email application. Most recently, Chalif held the role of director of product management at Twofish, a virtual economy infrastructure company, where he was tasked with building a product management practice and setting the overall product strategy which included both tactical release planning and roadmap management.

David Eldridge, CEO of Alterian, said, "We have already made great headway in integrating Dynamic Messenger into our platform. Email remains a critical channel for engaging with both existing and prospective customers, and Ivan will be further developing our offering in order to help marketers better understand their data and in turn make their email marketing more targeted and relevant to their audience. Ivan is the perfect candidate to drive this side of our business moving forward."

Chalif added, "I am a passionate believer in email as a marketing channel and when it is done right it is the most cost effective broadcast marketing mechanism. In the current economic climate we are increasingly seeing marketing budgets being funnelled back into email due to its measurability and high ROI. The industry has been talking for years about better using analytics to refine segmentation and improve email marketing success and at Alterian we have a fantastic opportunity to combine email with analytics and web content to make this a reality."

Chalif also writes a leading industry blog entitled "The Productologist", which is focused on tactical, strategic and career development topics central to product managers.

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.

Ends

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