

Acxiom and Alterian Partnership Goes Global

Submitted by: Ruder Finn UK

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New Agreement Extends Partnership

LONDON – June 03, 2009 – Alterian (LSE: ALN), a leading international integrated marketing platform provider, announces that Acxiom (NASDAQ: ACXM) signed a new and expanded agreement with Alterian in March 2009. The new agreement provides for global roll out of existing Acxiom solutions that incorporate Alterian technology, as well as the introduction of a new Alterian based solution to Acxiom clients.

Acxiom currently uses Alterian technology in many of its custom database solutions, as well as in Acxiom MarketEdge-X™, a versatile multichannel marketing solution that provides growing companies with a cost-effective platform to deliver effective multichannel campaigns. MarketEdge-X delivers powerful capabilities that have historically been financially out of reach for all but the largest companies.

“We have had great success delivering upon our high-performance multichannel marketing promise to both consumer and business focused MarketEdge-X clients,” said Tim Suther, Acxiom’s senior vice president for Global Multichannel Marketing Services. “Alterian’s technology is a valuable component of the MarketEdge-X product and this agreement positions us for further growth opportunities in new geographical markets, such as Europe and Asia Pacific.”

David Eldridge, Chief Executive Officer of Alterian commented “Acxiom is a highly valued partner of Alterian and we are delighted to be expanding our relationship both in North America and on a global basis. Their MarketEdge-X product has seen significant success in North America and we look forward to working with Acxiom on the global roll out of this proposition as well as other opportunities which broaden our partnership such as Alterian Acquire.”

About Alterian

Alterian (LSE: ALN) empowers organizations to create relevant, effective and engaging experiences with their audience that help build value and reinforce commitment to their brand, through the use of the Alterian Integrated Marketing Platform. Alterian drives the transformation of marketing and communications, making it practical and cost-effective for companies to orchestrate multichannel engagement with the individual.

Alterian’s unprecedented integration of analytics, content and execution through industry leading tools, such as the Dynamic Messenger email platform and the award winning Content Management solutions, enables companies to build integrated communication strategies which create a true picture of the individual.

Alterian works with marketing services partners, system integrators and agencies who recognize the need to plan and deliver coordinated customer engagement services in partnership with their clients. For more information about Alterian, products within the Alterian Integrated Marketing Platform or Alterian’s Partner Network, visit www.alterian.com or the Alterian blog at www.this-is-marketing.com.

About Acxiom

A global leader in interactive marketing services, Acxiom connects clients with their customers through deep consumer insight, powering effective and profitable marketing initiatives and business decisions. Our consultative approach spans multiple industries and incorporates decades of experience in consumer data and analytics, information technology, data integration and consulting solutions for effective marketing across digital, Internet, email, mobile and direct mail channels. Founded in 1969, Acxiom is headquartered in Little Rock, Ark., and serves clients around the world from locations in the United States, Europe and Asia-Pacific. For more information about Acxiom, visit www.acxiom.com.

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