

AEDGENCY LAUNCHES DEENERO E-BUYER REWARD SERVICE INTO SPANISH MARKET

19 May 2009 – Barcelona, Spain. European performance-based marketing specialist Aedgency has today added a new service to the portfolio of online marketing tools it can offer to brand marketers with the launch of its e-buyer community, Deenero, in Spain. The service will also be introduced to the French market in June and other European countries later in the year.

Deenero compliments Aedgency's integrated portfolio of EDGE performance marketing products by enabling smart targeting across the consumer purchasing cycle. To achieve this Deenero incorporates contextual offers and email marketing to enable brands to reach individual shoppers with promotions at just the right time in the purchasing process and provides further opportunities for cross-sell and up-sell.

By opting-in to download the Deenero toolbar shoppers are able to access enhanced offers from retailers through the Deenero portal or direct using a search engine. If the consumer chooses to start his/her online shopping session through a search engine the Deenero plug-in highlights links to participating vendors' websites via a branded Deenero tag, thus building a direct relationship between the brand and the e-shopper. Deenero outlines exactly how much the consumer can save before they click through to the retail site, improving the shopping experience by cutting out extraneous stages and enabling e-shoppers to find the best deals quickly and efficiently.

"Deenero has been designed with the consumer in mind", Jon Smith, Head of Cashback, explained: "By tailoring the service to typical e-shopping behaviour we are able to extend the user's shopping experience without asking the e-shopper to do anything he or she wouldn't do anyway."

Deenero users are able to claim up to 30% cashback on purchases made from partner stores and can collect money accumulated via direct bank transfer or Pay Pal when it suits them. They can also choose to donate to Deenero charity partner in Spain Médicos Sin Fronteras via the toolbar. To date 120 retailers have signed up as vendor partners to cover a wide range of goods and services, this encompasses a diverse range of brands including Custo Barcelona, La Redoute, FNAC, PC City, Acuista, Pixmania, Swarovski and Sony."

Vincent Labey, CEO of Aedgency, said: "Online shoppers have become very web-savvy and during the economic downturn are increasingly price conscious, so very few consumers start their online shopping experience direct at a retail site. Deenero integrates cashback and price comparison elements to the search experience, so perhaps it doesn't fit the definition of "traditional" online retail services. We feel Deenero is best described as an online personal shopping assistant."

The launch of Deenero is supported by a consumer campaign outreach throughout May and June in Spain to include inserts in lifestyle titles Men's Health and Elle, radio contests on M80 Madrid and M80 Barcelona and outreach at La Vaguada shopping centre in Madrid. In addition there will be promotional activities in Barcelona including a launch party at the World Trade Centre on May 28th and a 1,000 cash giveaway at the "Fight the Crisis" event at Port Vell on June 6th. For further information on Deenero visit www.deenero.es

About Aedgency

Headquartered in Dublin with offices in Barcelona, Aedgency offers performance based digital marketing which offers a gateway to privileged communication channels between brands and e-buyers.

Founded in 2004 Aedgency has been growing rapidly ever since and now operates across five European markets. Aedgency's focus is on increasing advertisers' conversion rates and it places equal emphasis on monetising its publishing networks and independent publishers' websites.

Aedgency offers brands access to millions of online consumers across Europe. Its bespoke analytics engine uses deep behavioural segmentation to closely target users through the communication channel that is most likely to get a result. Through Aedgency's deep understanding of data it is able to predict exactly what a web user is looking for and offers four routes to a sale, Contextual offers, Email marketing, Aedgency Cashback and Aedgency Publishing.

For full details of Aedgency's integrated product suite please visit www.aedgency.com

For further press information, please contact:

Andy Riley

AxiCom

T: +44 (0) 208 392 4073

C: +44 (0) 7809 495 760

andy.riley@axicom.com