

Aedgency releases new version of Deenero toolbar

22nd February 2010 – Performance-based marketing specialist Aedgency has updated the toolbar functionality for its online shopping service, Deenero. The 2.0 version of the toolbar now offers three distinct sections – My Account, Deenero Search and Cashback Notification – which allow users to earn up to 30% of the value of their purchases in the form of Cashback in an easy and intuitive way.

‘My Account’ displays the current cashback amount earned by the customer and offers a link to claim this back. ‘Deenero Search’ is a fully operational Search Engine and offers our customers the opportunity to search the web for cashback offers from the comfort of their toolbar. Finally, ‘Cashback Notification’ highlights the maximum cashback available to users within the shopping category they’re interested in, and provides links to the products and merchants offering this cashback on the Deenero website. The new Deenero toolbar is available to registered users at www.deenero.es.

“The toolbar update makes the Deenero service much more user-friendly for consumers, allowing them find the best deals with minimum fuss, and of course this will also increase traffic to publisher’s sites to drive conversions”, says Jon Smith, Head of Aedgency Cashback.

Deenero is an innovative online shopping service that was first launched in Spain in May 2009 and then France in September. It allows customers to claim back a percentage of the money they spend shopping online and advertisers to reach relevant customers with tailored offers at just the right time. Since May 2009 the number of Deenero users has tripled, there are now more than 109.000 registered users in Spain and more than 350 online retailers have partnered with Deenero.es.

Deenero is currently available in Spain and France, Germany and the UK will be the next countries to get the shopping service later this year.

About Aedgency

Aedgency, headquartered in Barcelona, is a pan-European performance-based marketing specialist 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 focuses on increasing advertisers' conversion rates and monetises its publishing networks and independent publishers' websites.

Aedgency offers brands access to millions of online consumers across Europe. Its bespoke analytics engine uses deep contextual and behavioural segmentation to closely target users through the communication channel that is most likely to get a result.

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

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