

Deenero to donate €1 to DJs Against Hunger for each registration by supporters of their 2009 music festival

23th July 2009 – Barcelona – Aedgency, European specialist in performance-based marketing, has announced that it will donate €1 for each registration on Deenero.es by participants in the 5th DJs Against Hunger Festival 2009. This step by Deenero increases their collaboration with the organising body, since Deenero is also a sponsor of the festival's fifth edition, which takes place 26-July at the Mercat Fira de Bellcaire in Barcelona.

Those attending the festival, which will feature 12 hours of electronic music combined with social action and urban art, simply need to register for the new Cashback service at Deenero.es, mention that they are supporters of DJs Against Hunger, and Deenero will donate €1 to the organisation on their behalf.

Deenero is Aedgency's new online, consumer-facing shopping service which complements the integrated portfolio of Aedgency's performance-based marketing EDGE Channels. This new service allows e-buyers to view Cashback offers from a robust website or across a convenient toolbar in the users' browser. In addition, Deenero users receive up to a 30% cash refund on purchases made at partner e-shops.

The festival has donated more than 33,000 euros in the four previous editions, and counts on the participation of over 100 DJs and artists. This fifth edition seeks to raise more than 21,000 Euros, earmarked for the refurbishment and improvement of cooking and dining facilities in four institutions in Barcelona that provide for persons suffering or at risk of poverty with drug addiction or AIDS problems.

For Arianna Tregon, Deenero Product Manager in Spain, "our commitment to an initiative such as this one constitutes a commitment towards the social development of the cities in which we operate, and grants acknowledgement to Barcelona, which is home to our Spanish operating office, for the reception bestowed upon us".

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 contextual 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

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