

PRESS RELEASE



bubblebox:media partners with smartFOCUS DIGITAL

*Vancouver based agency is first to become North American based Premium Partner
of smartFOCUS DIGITAL*

BRISTOL, UK – November 18, 2008 - smartFOCUS DIGITAL, the specialized digital marketing division of international multi-channel marketing software company smartFOCUS, today announced its partnership with digital marketing agency bubblebox:media.

As a smartFOCUS DIGITAL Premium Partner, Vancouver-based bubblebox:media provides Intelligent Email Marketing technologies to clients in Canada and the US.

The smartFOCUS DIGITAL platform is a proven best in class solution, with over 400 clients. Its solutions allow mid-market businesses to capitalize on the opportunity to provide timely, relevant messaging without requiring in-house technology or a big budget.

A high level of functionality, coupled with an intuitive interface enables bubblebox:media clients to easily execute sophisticated targeted email messages. smartFOCUS DIGITAL also has a high deliverability reputation with Internet Service Providers (ISPs), making it easier to ensure messages get delivered into the inbox.

bubblebox:media customers can access smartMARKETER eChannel 5.0 as “Software as a Service” (SaaS) or as a locally installed version with varying levels of remote support assistance. bubblebox:media also offer client services to fully manage campaigns on their behalf. Each solution has the additional proven experience and support of smartFOCUS DIGITAL, essential to these successful partnerships.

bubblebox:media enable its clients to gain the most out of their investment in smartFOCUS DIGITAL software. This is achieved through a high level of training, support and consultancy services.

“bubblebox:media is the first smartFOCUS DIGITAL Premium Partner offering sales and support services across North America,” said Paul Gordon, managing director of bubblebox:media. “We are the only Email Marketing agency based in Vancouver, BC, who is a provider of technology as opposed to a services based agency. Our focus is to enable our customers to gain a rapid return on investment in smartFOCUS DIGITAL software. Our team has extensive Email Marketing knowledge to enable businesses in Canada and the US to capitalize on the proven smartFOCUS DIGITAL technology platform.”

Bryan Black, smartFOCUS DIGITAL managing director comments “We are delighted to be working with bubblebox:media and are excited by both their knowledge and commitment to Email Marketing. We look forward to a rewarding relationship working together in North America”

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About bubblebox:media:

bubblebox:media is a provider of Insightful Email Marketing technology that seeks to enable businesses to communicate intelligently with their customers, and prospects. Through the smartFOCUS DIGITAL platform, our clients are easily able to create, segment, schedule, execute and report on all their Email Marketing campaigns. bubblebox:media leverages clients' digital lifecycle marketing experience to maximize their investment whether using managed service or accessing on demand email marketing platform. bubblebox:media enable their clients to become Intelligent Email Marketers.

For further information please contact:

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About smartFOCUS DIGITAL

smartFOCUS DIGITAL is a leading provider of on-demand marketing software for email sms, rss and web channels. smartFOCUS DIGITAL (formerly Email Reaction) serves more than 200 clients and partners internationally, including Barnardos, EHS Brann, Elsevier, Epson, Morgan Stanley, moneysupermarket.com and TMW. Based in the UK, smartFOCUS DIGITAL is the specialist digital division of smartFOCUS Group plc (LSE; STF), an international multi-channel marketing software company.

The high performance smartFOCUS DIGITAL solution provides marketers with powerful analytics and campaign management to improve digital marketing results. www.smartfocusdigital.com

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