

PRESS RELEASE

smartFOCUS
Group plc

smartFOCUS wins Betfair Account

Leading betting exchange to use campaign planning and analysis solutions to improve the productivity and efficiency of its twice-daily email marketing campaigns

smartFOCUS Group plc (“smartFOCUS” or “the Company”) (AIM: STF), a leading international marketing software group today announces that it has been selected by Betfair to improve its email campaign analysis and marketing responsiveness across the UK. Financial terms were not disclosed.

Betfair, the world’s leader in online betting, has selected smartFOCUS systems in order to create more personalised and relevant campaigns to more effectively target its wide range of customers, from football betting enthusiasts to horse racing punters and everyone in between. smartFOCUS will provide Betfair with the ability to create new insight and understanding of customers and build innovative approaches to drive customer interaction and engagement.

Anton Bell, head of marketing and insight, Betfair said: *“We design and distribute numerous email marketing campaigns that reach millions of potential customers, so it was crucial that we have tools to deliver us the customer insight to allow us to personalise campaigns and efficiently analyse results. We found that smartFOCUS offered us the best combination of analytics and email.”*

Chris Underhill, CEO, smartFOCUS said: *“As the UK online gaming sector is an extremely competitive market, it is important for Betfair to effectively communicate with its customer base with tailored information for each individual. Our systems will ensure that Betfair runs dynamic and tailored campaigns that produce results by increasing relevance for customers and inform improved understanding of campaign effectiveness.”*

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About Betfair

The Betfair group of companies ('Betfair') offers a global portfolio of gambling products and services. This includes the world's leading betting exchange (a concept pioneered by Betfair), which is provided in the UK.

Separately Betfair's established gaming products include Betfair Poker, Betfair Casino and a number of exchange-enabled games. All of these are offered from Malta.

Betfair is a licensed gambling operator in the UK, Australia, Malta, Italy, Austria and Germany.

www.betfair.com

About smartFOCUS Group plc

smartFOCUS (LSE:STF) is a leading international marketing software company that empowers marketers with the intelligence to drive high performance multi channel campaigns and more valuable customer relationships. Its Intelligent Marketing solutions integrate off-line and on-line data, analysis, campaign and performance management to deliver better targeted more timely and relevant communications that increase campaign conversion rates and improve customer's insight.

smartFOCUS has over 700 customers and partners worldwide using its marketing software including AAA, Abn Amro, ASOS, Centerparcs, EMI, Fig Leaves, Harrods, Hilton International, NSPCC, Societe Generale and QVC.

smartFOCUS is headquartered in the UK, with operations in the US, continental Europe and Asia Pacific.
www.smartfocus.com