

smartFOCUS DIGITAL takes off with EHS Brann to deliver easyJet's digital communications

Leading low-cost European airline to use smartFOCUS DIGITAL to send personalised marketing emails to drive increased sales

London, UK – 9 September 2008 – smartFOCUS DIGITAL, the leader in email and digital marketing software, has worked with EHS Brann to provide easyJet, Europe's leading low-fares airline, with one of its renowned email platforms to manage its marketing campaigns more efficiently. The service will be delivered in partnership with EHS Brann, the European market leader in the provision of data services; a partnership that ensures easyJet will receive an effective and highly personalised platform for digital communication to its customers.

smartFOCUS DIGITAL's technology will enable easyJet to deliver a creative marketing solution, and optimise its send rates for the millions of marketing and promotion emails it sends every month. The advanced personalisation features in the smartFOCUS DIGITAL platform will also be used to speed up existing workflow processes, increase the relevance of email through personalised content and thus improve deliverability rates by reducing the possibility of spam complaint rates.

EHS Brann's deputy managing director, Roy Capon, said: 'Digital communication is a priority in easyJet's marketing programme, smartFOCUS DIGITAL stood head and shoulders above the competition in terms of offering the complete marketing solution for its email campaign. smartFOCUS DIGITAL's straightforward and easy to use interface combined with their previous experience and success stories with global retail clients such as Peugeot, made it the logical choice for our partnership and work with easyJet.'

Bryan Black, managing director of smartFOCUS DIGITAL, said: 'We look forward to working with EHS Brann to improve easyJet's customer communication through its digital channel, maintain its online profitability and ensure a high 'opt-in' rate for its customers. We hope to continue this partnership for future endeavours in the digital communication arena.'

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About easyJet

easyJet is Europe's leading low-fares airline, currently operating 162 aircraft on 388 routes between 103 airports in 26 countries. easyJet carried over 41 million passengers in the past 12 months.

easyJet flies to:

Aberdeen, Ajaccio, Alicante, Almeria, Amsterdam, Asturias, Athens, Barcelona, Bari, Basel, Bastia, Belfast, Berlin, Biarritz, Bilbao, Birmingham, Bordeaux, Bournemouth, Brindisi, Bristol, Budapest, Brussels, Bucharest, Catania, Cagliari, Cologne, Copenhagen, Corfu, Casablanca, Dalaman, Dortmund, East Midlands, Edinburgh, Faro, Fuerteventura, Geneva, Gibraltar, Glasgow, Gran Canaria, Grenoble, Hamburg, Heraklion, Hurghada, Ibiza, Innsbruck, Inverness, Istanbul, Jersey, Krakow, Lamezia Terme, Lanzarote, La Rochelle, Lisbon, Liverpool, Ljubljana, London Gatwick, London Luton, London Stansted, Lyon, Madeira, Madrid, Mahon, Malaga, Malta, Manchester, Marrakech, Marseille, Milan Linate, Milan Malpensa, Montpellier, Munich, Murcia, Mykonos, Nantes, Naples, Newcastle, Nice, Olbia, Palermo, Palma, Paphos, Paris Charles de Gaulle, Paris Orly, Pisa, Porto, Prague, Riga, Rhodes, Rome, Sharm El Sheik, Sofia, Split, Stockholm, Tangier, Tallinn, Tenerife, Thessaloniki, Toulouse, Turin, Valencia, Venice, Vienna, Warsaw, Zurich.

www.easyJet.com

About EHS Brann

EHS Brann is a leading direct agency with core competencies in direct, digital and database marketing. From world-class retail loyalty programmes to successful CRM strategies, from advances in data segmentation to cost-efficient and highly responsive communications, EHS Brann works to help clients keep their brand promises.

www.ehsbrann.com

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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