

Epson Europe revitalises its European communications with smartFOCUS DIGITAL

Global brand implements smartFOCUS DIGITAL for customer email marketing in ten European countries

London, UK – 11 August 2008 – smartFOCUS DIGITAL, a leader in email and digital marketing, has provided Epson Europe, a leader in digital imaging, with an email marketing platform to manage its campaigns more efficiently across European countries including France, Germany and Spain.

The smartFOCUS DIGITAL technology will enable Epson Europe to improve its email marketing system by bringing management and distribution of previously out-sourced email marketing in-house. The new technology enables integrated marketing campaigns providing the option of using rich media, SMS and text emails and a range of delivery channels through the platform. The old system suffered poor deliverability rates. The advanced personalisation features in Email Reaction will be used to speed up the existing workflow processes, increase the relevance of email through personalised content and thus improve deliverability rates by reducing the possibility of spam complaint rates.

smartFOCUS DIGITAL will allow Epson Europe's marketing team to manage their marketing campaigns from beginning to end, using the advanced campaign analysis and reporting features to oversee and track the results of campaigns. smartFOCUS DIGITAL reporting tools, including its drill-down options (to view individual actions) and query-building tools (used to define specific reports) will provide behaviour analysis of customers on the Epson Europe online store.

smartFOCUS DIGITAL will allow the Epson Europe marketing team to view an individual customer's actions and provide a detailed analysis of a customer's time spent browsing through specific products on offer and also include the open rate of links on the website and record the click rate of each user. The open and click rates are vital marketing tools, showing who is (or isn't) opening their e-mails and what they're clicking on.

Epson Europe's project manager, Abdul H. Mughal, said: 'As a global brand, we recognise the need to connect with our customers. Working with Email Reaction will take us a step closer to achieving this objective. We have had positive feedback from our colleagues and are pleased to have the capability to create, manage and measure our email campaigns in one system.'

Bryan Black, managing director of smartFOCUS DIGITAL, said: 'For the company to win another high-profile client and trusted brand such as Epson Europe truly shows the strength of our marketing software and proves that we are fantastic at building strong relationships with customers however large or small. Epson Europe needed a new email marketing solution that could be implemented on a wide scale, not just to cater for a company at their headquarters in one country, but across mainland Europe; and we were delighted to be able to deliver that.'

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About the Epson Group

Epson is a global leader in imaging products including printers, 3LCD projectors and small- and medium-sized LCDs. With an innovative and creative culture, Epson is dedicated to exceeding the vision and

expectations of customers worldwide with products known for their superior quality, functionality, compactness and energy efficiency.

Epson is a network of 88,925 employees in 109 companies around the world, and is proud of its ongoing contributions to the global environment and to the communities in which it is located. Led by the Japan-based Seiko Epson Corp., the Group had consolidated sales of 1,347 billion yen in fiscal 2007.

About Epson Europe

Epson Europe B.V., based in Amsterdam, is the Group's regional headquarters for Europe, Middle-East, Russia and Africa. With a workforce of 2,400 employees, Epson Europe's sales for fiscal year 2007 were 1,854 million Euros.

www.epson-europe.com

About smartFOCUS DIGITAL

smartFOCUS DIGITAL is a leading provider of on-demand marketing software for email and on-line channels. A fast growing part of smartFOCUS Group plc, (LSE; STF) the international marketing software company, smartFOCUS DIGITAL combines powerful analytics with campaign management to deliver marketers high performance on-line marketing via email, sms, rss and web channels. smartFOCUS DIGITAL's products can be deployed on-demand or as an on-premises license.

Based in the UK smartFOCUS DIGITAL provides digital marketing solutions to 100's of companies internationally, including Gcap Media, Associated Newspapers, Money Supermarket, Barclays Bank, Pearson, The Labour Party and Capgemini.

www.smartfocusdigital.com

For further information please contact:

Melanie Antonucci / Ellie Turner
Prompt Communications on behalf of smartFOCUS
Tel: +44 (0)20 8996 1647 / 07799146803
smartfocus@prompt-communications.com

Claire Thatcher
Marketing Manager, smartFOCUS DIGITAL
Tel: +44 (0)117 943 5800
claire.thatcher@emailreaction.com