

Email Reaction rebrands as smart**FOCUS DIGITAL**

- And adds cross-business client services team

Bristol UK, 22 April 2008 - Email Reaction, a leader in email and digital marketing, today announces that it is changing its company name to smart**FOCUS DIGITAL**.

The change in the company's trading name - to smart**FOCUS DIGITAL** - more clearly reflects the company's role as the specialist digital marketing division of international multi channel marketing software company smart**FOCUS** Group Plc. The Email Reaction software product name remains unchanged.

Email Reaction was acquired by smart**FOCUS** in 2006 and this announcement follows ongoing work to closely align the two organisations, including the recent introduction of a cross-function client services account management team.

The combination of smart**FOCUS** and smart**FOCUS DIGITAL** brings together expertise and skills which now cover a full range of both offline and online multi-channel marketing software and services to better suit the marketing needs of organisations globally.

smart**FOCUS DIGITAL** will continue to operate from its UK offices in London and Southampton and will leverage the International market presence of smart**FOCUS** Group in overseas regions.

Bryan Black, smart**FOCUS DIGITAL** managing director comments: "This change in our brand name reflects the level of sophistication of marketers in the market at large. Email broadcast has been superceded by intelligent, highly personalised content, enabling truly one-to-one dialogues between an organisation and its customers."

Chris Underhill, smart**FOCUS** Group, CEO said: "The acquisition of Email Reaction in 2006 has proved to be a huge success and rounded out what was already a solid multi-channel offering. We look forward to continued success with the closer brand alignment."

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About smartFOCUS DIGITAL****

smart**FOCUS DIGITAL**, a leader in email and digital marketing, makes it easy to turn every online communication into a powerful business generation tool. Our on-demand software Email Reaction, enables marketers to more effectively deliver relevant personalised and timely communications that inspire customer relationships and improve results.

Hundreds of companies around the world rely on smart**FOCUS DIGITAL** for email and digital marketing solutions. smart**FOCUS DIGITAL** is the email and digital specialist division of international multi-channel marketing software company smart**FOCUS**.

smart**FOCUS DIGITAL** is headquartered in the UK with offices in the US, Europe and Asia Pacific.

www.smartfocusdigital.com

About smartFOCUS Group plc

smartFOCUS Group plc (LSE:STF), a leading international multi-channel marketing software company, helps companies transform their marketing performance by empowering marketers with the insight to make better decisions and more effectively deliver relevant, personalised and timely communications which improve business results.

smartFOCUS makes it easy, practical and cost effective for marketers to deliver performance driven multi channel marketing through its Intelligent Marketing Application Suite. smartFOCUS combines its powerful intuitive applications for analysis, campaign management, digital execution and reporting, with flexible deployment options and service expertise.

Hundreds of companies around the world rely on smartFOCUS and its global network of marketing service providers for multi-channel marketing solutions and services. Our clients include AAA, ABN AMRO, ATOS, Center Parcs, EMI, Fingleaves.com, Harrods, Hilton International, NSPCC, Société Générale, QVC and many more.

smartFOCUS is headquartered in the UK, with offices in the US, Europe and Asia Pacific.

www.smartfocus.com

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