

Playboy TV UK to use Email Reaction to manage email campaigns with integrated video links

- Leading adult entertainment company will use Email Reaction to manage, issue and track pioneering multimedia email campaigns -

London, UK – 25 June 2007 – Email Reaction, a specialist in enabling online customer communications, announces that it will provide Playboy TV UK, a leading provider of high-quality entertainment for adults, with its suite of online marketing software for use in driving its email marketing campaigns.

Playboy TV UK is using Email Reaction to manage opt-in communications promoting its TV, online and mobile offerings. Emails will include links to video clips taken from the most popular Playboy TV and exclusive Playboy UK Cyber Girl model videos. The advanced personalisation features of Email Reaction will be used to send readers content that matches their interests. Clickthroughs from emails are being tracked and used to tailor future campaigns.

Richard Gale, Director of Marketing and Sales, Playboy TV UK said: “By using Email Reaction we can tailor our email communications to our readers’ interests and refine them over time. These email promotions are vital in acquiring new customers and driving existing users to view our latest content. Email Reaction makes it easy for us to manage our communications, including embedding links to video content.”

Bryan Black, managing director of Email Reaction, said: “Playboy TV UK’s use of integrated video links in its email communications is a pioneering use of the web. Our technology will enable Playboy TV UK to continuously improve its customer insight and to use that to drive increasingly targeted campaigns.”

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About Playboy TV UK

Playboy TV UK operates Playboy TV and five other premium TV channels, which are available on Sky Digital, Virgin Media and Tiscali TV platforms. The channels are available as encrypted premium services on a monthly subscription and pay-per-night basis. Playboy TV UK also operates Playboy One, a free-to-air channel on Sky, and www.playboy.co.uk which features exclusive photo galleries, video clips, and behind-the-scenes footage. Playboy TV UK is a subsidiary of Playboy TV International.

About Playboy TV International

Playboy TV International (PTVI), a division of Playboy Enterprises, Inc. (NYSE: PLA), develops and operates quality adult-entertainment television networks worldwide under the Playboy, VIP, and other locally-originated brands. PTVI owns and operates 13 television networks in the United Kingdom/Europe and has joint ventures with leading international media partners to operate another 7 channels in Japan, Latin America and Iberia. PTVI also licenses and jointly manages with dominant Pay TV operators 8 branded networks in Australia, Hong Kong, Israel, New Zealand, South Korea, and Turkey.

About Email Reaction

Email Reaction 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, Email Reaction combines powerful analytics with campaign management to deliver marketers high performance on-line marketing via email, sms, rss and web channels. Email Reaction's products can be deployed on-demand or as an on-premises license.

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

www.emailreaction.com

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