



## **News Release**

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For Immediate Release*

### **SMARTFOCUS ACQUIRES ASTECH INTERMEDIA TO BUILD US PRESENCE**

**BREAKING NEWS - Denver, 14 May 2008** – smartFOCUS, the international provider of multi-channel marketing software headquartered in the UK has acquired ASTECH InterMedia, the leader in data-driven marketing solutions for the newsmedia industry, headquartered in Denver, CO USA.

The purchase of the newspaper industry's top marketing systems company by smartFOCUS Group plc follows a productive five-year business relationship. The acquisition enables smartFOCUS to;

- consolidate its international presence in the newsmedia industry, adding over 200 ASTECH clients to the smartFOCUS European newsmedia client portfolio, positioning smartFOCUS as a leader in this key vertical market.
- further build smartFOCUS's position as a leader in multi-channel marketing technology internationally. The combined business now serves more than 600 clients and partners.
- significantly increase the resources and staff available to serve its partners and corporations in the US, providing a strong platform to grow and to service demand for smartFOCUS products in North America.

Chris Underhill, smartFOCUS CEO comments "The acquisition of ASTECH InterMedia presents smartFOCUS with a tremendous opportunity to grow our business in the US market, take a leadership position internationally in a key market segment, and continue to build our position within the multi-channel marketing technology market." He explains, "We are consolidating what is already a very strong relationship with ASTECH, and with over 70 of ASTECH's clients already benefiting from smartFOCUS technology, delivered as a service to the newsmedia clients as MAAX, we are welcoming an expert and skilled team with a prestigious client community to smartFOCUS that will positively impact our business and further support our partner community in North America."

Curt Bloom, smartFOCUS international managing director, who assumes overall responsibility for North America, said, "The ability to provide additional resources to support an already large US partner and client base will allow us to extend the presence of the company in the US and our reach beyond the newsmedia market."

"This new era in our 16-year history represents a rich opportunity to help ASTECH achieve its passion and purpose," explains Tom Ratkovich, president of ASTECH InterMedia. "Providing added ammunition to help daily newspapers evolve into a diversified, competitive newsmedia enterprises. We are thrilled to become a smartFOCUS company and believe our clients and the entire newsmedia industry will view this as very positive progress."

ASTECH will continue to operate out of its Denver headquarters. Its staff, product suite and services will remain, benefiting from access to more smartFOCUS technology. Tom Ratkovich will continue to serve as ASTECH president and focus on growing the company's newsmedia position internationally.

### **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 400 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](http://www.smartfocus.com)

### **About ASTECH InterMedia**

ASTECH InterMedia is the leading marketing systems company dedicated to serving the evolving needs of the newsmedia. The company, founded in 1992, supports the strategic data-driven marketing initiatives of more than 200 newspapers worldwide. Its innovative marketing solutions include a variety of consulting and education services, application-specific software and data products.

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