



Press Release

New Vice-President for Singapore

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SYDNEY (Australia): Emagine International, specialist in Marketing to One™ solutions, has expanded its presence in Asia with the appointment of VP Asia, Cliff Nelson.

Nelson, who has twenty years experience in sales, operations, product support, consulting and enterprise software, will head Emagine's operation based out of Singapore. Formerly with Oracle Corporation, Nelson has managed operations across APAC.

"It's great to have someone with Cliff's experience on the team opening up markets in Asia," David Peters, Emagine's CEO, said today.

Cliff can be contacted through Emagine's offices in Singapore on +65 6559 6230 or mobile +65 91799888. Alternatively, via email: cliff.nelson@emagine-int.com

About Emagine

Emagine is a leader in Marketing to One™ solutions, using its own methodology and Emagine Closed-Loop Marketing solution. Emagine delivers outstanding results in increasing customer retention (case study: save rates consistently over 50%) and increasing customer profitability (case study: cross-sell revenue doubled) through Marketing to One™.

What is Marketing to One™?

Emagine believes to make the most of your marketing campaigns and significantly impact ROI, customer contact needs to be personal, relevant and timely:

1. Personal – based on your customer's individual behaviour and preferences
2. Relevant – targeted to their individual value or potential value
3. Timely – delivered at the right time via the right medium

Contact us for our latest White Paper on Marketing to One™: How to maximise return on marketing investment: http://www.emagine-int.com/pdf/White_Paper_Maximising_Return_2005.pdf

For further information about Emagine and its solutions please contact:

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