



SNOWBALL MERGES WITH SISTER AGENCY TANGENT DIRECT, TO FORM ONE OF THE MOST POWERFUL DATA DRIVEN DIRECT MARKETING AGENCIES IN THE INDUSTRY

Snowball announced today that its sister agency, Tangent Direct, is to be realigned under the Snowball brand with immediate effect.

As a result of the merger, the agency will more than double in size, making it the largest single business within Tangent Communications plc.

The newly merged company's client base now includes, Greene King, Gala Coral Group, Citroen, National Trust, Homeserve, The Labour Party, Marston's, and Wolseley to add to Snowball's existing roster of Bang & Olufsen, Dunhill, Meridian, Hulsta and Trailfinders amongst others.

The combined agency brings together a range of skills across data, direct and digital disciplines, making it one of the most advanced agencies in the UK. Snowball now has a team of 25 developers, as well as access to a pool of data experts; Taobase, a digital system for cross-channel data management, profiling and analysis, and Marketing Toolkit™, an online, self-service marketing platform.

Damian Bentley, managing director of Snowball, will continue to lead the agency, supported closely by David Powis, technology director. Other senior members of the team include Gary Howard, business director, Stuart King, head of production, and Jonathan Pritchard,

business development director. David Rolfe and Byron Lapidus will be client services director and creative director respectively.

Damian Bentley, managing director of Snowball said, 'There's been talk for many years about the agency of the future; one that really understands how data, marketing strategy, creativity and technology can work together to deliver infinitely better returns for clients.

"Snowball is now a major player in the data and direct industry. The technology and scale provided by Tangent, along with Snowball's existing strategic, creative and data expertise has created an agency that will help brands reach customers with greater accuracy and effectiveness than ever before.'

'We have some exciting plans for the future of Snowball, and hope to grow by another 15-25 people over the next two years. 2010 has already begun with a number of significant wins including new work for Volvo, Gala Coral and Heineken and we're looking forward to building on this momentum and continuing to deliver brilliant work for our clients in the years to come."

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About Snowball

Snowball is a data driven customer management agency that helps organisations communicate more effectively across multiple channels with both existing customers and prospects to increase loyalty, retention and frequency or level of purchase.

Through a combination of data insight, intelligent strategy, outstanding creative and cutting edge technology, Snowball provides improved targeting and efficiency, delivering ever greater

returns for its clients including ATS, Bang & Olufsen, Citroen, Dunhill, Greene King, Gala Coral, Technogym and Wolseley. For more information visit www.snowball.co.uk

About Tangent Communications Plc

Tangent Communications plc (AIM: TNG) combines technical, creative and marketing expertise to deliver increased revenue, accountability and cost efficiency for clients across web, email, mobile and print.

The group operates across four divisions: Tangent One is a full service e-commerce and digital communications agency; Snowball (formerly Tangent Direct) offers a full range of data driven multi-channel customer relationship management solutions; Tangent Labs provides leading edge technical and software development; and T/OD offers bespoke on demand digital print.

The company employs over 170 people, with annual sales in excess of £15 million and a blue-chip client base which includes, Bang & Olufsen, Citroen, Dunhill, Gala Coral, Greene King, Next, Which?, P&G, Trailfinders, SAP and Wolseley to name a few. For more information visit www.tangentplc.com