



名趣商务咨询（上海）有限公司
MH | direkt Consulting Co., Ltd.
No. 2026, 1438 ShaanXiBei Rd
Shanghai 200060, China

Tel: +86 21 3227 0872
Fax: +86 21 3227 0875

<http://www.web2asia.com>
info@web2asia.com

WEB2ASIA ANNOUNCES PARTNERSHIP WITH ONLINE MARKETING SOLUTION PROVIDER NARRAGANSETT TECHNOLOGIES TO COVER EAST ASIAN REGION

For immediate release

Shanghai, May 9th 2008. Web2Asia, its parent company MH | direkt and Narragansett Technologies have today announced a partnership agreement for the distribution of the professional email marketing solution SpinnakerPro and the online survey tool SensorPro in East Asia.

The East Asian region, particularly China, has shown impressive growth potential for digital marketing. By the first quarter of 2008, 230m Internet users were identified in the Middle Kingdom – more than in any other country of the world. Even though the overall share of online media from most advertisers is still reported to be only 3-4%, current studies predict fast growth in the online ad market of over 50%. Mostly driven by Olympic-related spend, the total online spend in China, including email, is estimated to reach EUR 928m in 2008.

Web2Asia, which is a premium expansion partner for western IT companies in Asia, will localize Narragansett's products and adapt them to local market needs. Distribution throughout East Asia will be covered by Web2Asias parent company MH | direkt, an international direct marketing agency with subsidiaries in Central Europe, India, China and the USA. First campaigns for MH | direkt's customers in East Asia have already proven the efficiency of Narragansett's tools and their full support for East Asian character sets.

"With a successful combination of eDM and the online survey module SensorPro we could increase the response for our annual customer satisfaction survey by 200% compared to last year. The survey was conducted bilingual in both English and Chinese and we were very pleased with the high quality feedback from our customers and the comprehensive statistical analysis of the results." says **Andy Qian, Senior Marketing Manager Central China, Schenker China** – one of the leading international providers of integrated logistics services.

Additionally online campaigns in India and China were carried out to effectively support the FORUM Institute, Germany's largest conference and seminar specialist, in its international expansion. Also the Gildemeister group, a major manufacturer of machine tools trusted in MH | direkt to utilize SpinnakerPro for their first eDM campaign in Korea this spring.

Web2Asia are offering free email sending credits if you use the promotion code "web2asia" on this form <http://marketing.web2asia.com>.

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About Web2Asia:

Web2Asia (<http://www.web2asia.com>) is a full-service provider with headquarters in Shanghai/China that specializes in supporting Western Internet companies and mobile content developers to expand into China, Japan and Korea. The company thereby aims to act not merely as a consultant for entry strategies or a software development outsourcing company but as a complete partner to successfully launch and scale Internet or mobile applications business for its customers. Contact: Mr. Samuel Xiao, samuel.xiao@web2asia.com, +86 21 32270872

About MH | direkt:

MH | direkt (<http://www.mhdirekt.com>) is an international direct marketing agency with headquarters in Austria and subsidiaries in India, China and the USA. The company offers tailor made outsourcing solutions for e-commerce, direct marketing and mail order. Contact: Ms. Susanne Graf, susanne.graf@mhdirekt.com, +43 5574 801 1

About Narragansett:

Narragansett Technologies (www.narragansett.ie) is a leading developer of online marketing software solutions including SpinnakerPro, the leading email marketing solution package and SensorPro, the online research and survey solution, to a global customer base including Coty, KPMG Singapore and Procter & Gamble. Distributed worldwide and under OEM agreement by Epicor Scala, Epsilon Interactive and Exact Target. The solution is a Salesforce.com certified application. Contact : <http://url.ie/brz>