



PRESS RELEASE

TESCO.COM SELECTS EPSILON INTERNATIONAL AS EMAIL MARKETING PROVIDER

– Strategic partnership to develop email marketing campaigns for Tesco.com –

London, UK , September 20, 2007 – Epsilon International™, a leading provider of multi-channel, data-driven marketing technologies and services, today announced that it has signed a multi-year agreement with Tesco.com to provide email marketing solutions and services. Tesco.com is an online business of Tesco Stores Limited, the United Kingdom's largest retailer, with operations in Europe, North America, and Asia. Tesco's annual sales are approximately £45 billion UKP.

Under the terms of the agreement Tesco.com will deploy Epsilon International's proprietary email communications and campaign management platform, and Epsilon International will provide additional Professional services to help Tesco.com develop highly targeted email campaigns to acquire and retain customers generating increased sales through up-sell and cross-sell opportunities. Epsilon International will also provide strategic guidance and training to ensure that Tesco.com staff are able to take full advantage of the platform and help them develop and deliver Tesco.com's broad range of permission-based email campaigns.

Kendra Banks, Marketing Director for Tesco.com said: "Tesco.com has partnered with Epsilon International to continue our tradition of bringing constant improvements to our email campaigns. We look forward to working with Epsilon International to build upon our success in email marketing planning and delivery."

“Tesco.com is a sophisticated marketer and we are honoured that they have chosen Epsilon International to guide and support their email marketing efforts,” said Ted Wham, Epsilon International’s Senior Vice President & General Manager, European Operations. “As Tesco.com develops even more advanced email campaigns, their customers will benefit from receiving more relevant communications at the right time and in the right place. Their further integration of online marketing programmes demonstrates a clear and ongoing commitment to email as a vital, cost-effective, and high-performing marketing communications channel.”

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About Epsilon International™

Epsilon International is a leading provider of multi-channel, data-driven email technologies and marketing services. Through our combination of client-centric marketing solutions, Epsilon International helps leading companies understand, measure, manage and optimise their customer relationships. The organisation’s end-to-end suite of integrated services includes email, strategic consulting, creative, data, database and loyalty technology and analytics to produce multi-channel marketing programmes that generate measurable results throughout the customer lifecycle. Epsilon International is an operating unit of Epsilon.

Founded in 1969, Epsilon is headquartered in Dallas and comprises five business groups including Strategic Database Solutions, Interactive Services (formerly Epsilon Interactive), Agency and Direct Services, Data Services (formerly CPC Associates, Inc.) and Abacus Data Services (Abacus). Epsilon works with more than 2,200 blue-chip brands and has offices throughout the United States, Europe and Asia. Epsilon is an Alliance Data company. For more information, visit www.epsilon.com.

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