

London, September 11, 2008

Edatis, a French provider of online technology solutions to marketers starts business in the UK

Edatis, the French online marketing technology supplier launches its activities in the United Kingdom. Edatis introduces Dialog to the UK market: an all-in-one yet easy-to-use platform to create, run and monitor online campaigns.

Edatis, a French online marketing technology provider, has launched its activities in London. After Belgium, Tunisia, Spain, and Italy, the online marketing software provider company is pursuing its European expansion in the UK with the opening of its 5th office.

With more than 25% staff members dedicated to research and development, Edatis offers powerful tools in an integrated platform designed for a 360 degrees online marketing "Dialog" to set up, measure and analyse any online marketing campaigns: emailing, PPC management, display ads, list management, database segmentation and web analytics. In addition, a user-friendly dashboard has been designed to best respond to both advertisers and agencies needs.

"This is a real challenge for Edatis. There are already numerous competitors in the British market and big issues at stake in our sector especially when SMBs are more and more demanding and concerned about the efficiency of their online strategy. As a matter of fact and in order to meet these requirements; our Dialog platform is a simple and affordable tool to reach their goals. A dedicated team of consultants is also ready to share their know how for our online marketing customers", Quote from Emmanuel Ifergan, Edatis CEO. "The www.edatis.co.uk website has been created to complement the UK office with the different and in-depth information about Dialog solutions".

ABOUT EDATIS

Edatis helps companies optimise their online marketing with technology and consulting. Dialog platform provides online solutions for agencies and advertising marketers: **Emailing/SMS, Search, Display, Dataweb and Web Analytics** .

Edatis has offices in France, Belgium, Italy, Spain and Tunisia with more than 250 customers among them big companies and SMBs in Europe; such as: Air France, Ikea, Publicis...

PRESS CONTACT :

Souhyr JENANE - souhyr.jenane@edatis.com - tel : +33 1 44 84 76 76
71 Rue du Faubourg Saint Martin - 75010 Paris France