



ac3 hosts Emagine' s Closed-Loop Marketing solution.

Sydney, 10th January, 2005: Australia's advanced computing centre, ac3, has signed a deal with Closed-Loop Marketing specialist, Emagine, to host its Closed-Loop Marketing solution. According to Emagine's CEO, David Peters, Emagine's hosted solution enables a broader cross-section of Australian businesses to implement its Closed-Loop Marketing solutions.

"By utilising the hosting services of ac3, Emagine has a fully secure, reliable platform to run its software, enabling clients to automate all their marketing campaigns without having to invest in huge upfront costs of traditional CRM. This partnership will deliver benefits to not only telecoms but also finance, banking, entertainment, even charities," Mr Peters said.

Emagine's ASP (hosted) Closed-Loop Marketing Solution enables clients to automate its direct marketing process, tactically communicating with customers across all channels such as SMS, email, direct mail, web and the call centres to reduce churn and improve individual customer profitability.

ac3 currently hosts production equipment for an increasing number of blue chip companies and SMEs, in addition to 24 Government agencies (including NSW department of commerce, NSW parliament, NSW attorney general) and 5 universities (Sydney, UTS, CSU, Woollongong and UNSW) providing clients with secure, high availability data centre infrastructure and specialist services.

"We are delighted to have Emagine as a client", said ac3 CEO, Phil McCrea. "We are most impressed with their offering, and look forward to partnering with them as their business expands in the future".

About ac3

Established in 2000, ac3 is a high performing computer centre with access to a range of super computers and associated services. ac3 is a private company in which the NSW government has 57% equity, the remainder being held by 8 NSW-based Universities: www.ac3.com.au.

About Emagine

Emagine is an Australian-based premier supplier of Performance Driven Closed-Loop Marketing Solutions. Emagine delivers outstanding results through automation of multi-channel direct marketing. By providing solutions on an ASP (hosted) basis, Emagine delivers rapid results, without the upfront outlay of traditional CRM technology.

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