



Press Release

Date:
15.12.06

London Office: 55 New Oxford Street London WC1 1BS
Cheshire Office: 700 Mandarin Court Warrington WA1 1GG

Subject:

Latitude strengthens IT investment with new appointment

Subheading:

Latitude appoints Chief Technology Officer

London, 12 December 2006: Latitude, the Leader in Search, has strengthened its investment in IT with the appointment of Rob Shaw as Chief Technology Officer, with a place on the Latitude Board. Having formerly developed IT systems for some of the UK's biggest companies, Rob will be responsible for managing the technical infrastructure that underpins the full range of Latitude client services, as well as developing the functionality of its core COBRA bespoke software product. Latitude has almost doubled the size of its IT department in the past year and Rob's appointment is a further sign of the commitment of Latitude to enhancing the offerings it provides its clients by continually investing in technology.

Following his appointment, Rob Shaw observed: "What differentiates Latitude is the importance placed on IT. By investing significantly in both hardware and software and doubling the size of the IT function, we have been able to develop improved automated technology. This has increased the efficiency of our search campaigns and will ensure they run even more smoothly and cost-effectively."

Rob views keeping pace with new technology in the ever-changing Search Engine marketplace as a key part of his new role. "Part of what we do at Latitude is to have the headache for clients", he commented. "We're the ones who worry about what's ever-changing in the marketplace and what's new. We take responsibility and stay up-to-speed to keep improving the effectiveness of our clients' campaigns."

Rob has more than 18 years' experience in the IT industry, having previously managed IT services for some of the UK's largest public and private organisations, including British Gas, Barclaycard, Royal Bank of Scotland, Thames Water, RSPCA and O2. Before joining Latitude, he was IT Director for Ventura Customer Service Management, part of Next plc and the UK's leading provider of customer services and business process outsourcing.

Rob will report to Dylan Thwaites, CEO of Latitude, who was recently awarded the title of Ernst & Young Technology and Communications Entrepreneur of the Year. Latitude also recently attained Gold Certified Partner status in the Microsoft Partner Program with a competency in ISV/Software Solutions and Networking Infrastructure Solutions. As a Gold Certified Partner, Latitude demonstrated expertise with Microsoft technologies and proven ability to meet customers' needs.

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About Latitude

Latitude (www.searchlatitude.com), with anticipated worldwide sales of more than \$100m in 2007, is one of the world's leading Search Engine Marketing agencies. Using its unrivalled pay-per-click and search engine optimisation expertise, it helps clients obtain superior click rates, rank in the best possible positions on search results pages and achieve exceptional ROI. One of the fastest-growing technology companies in the world, Latitude is at the forefront of integrating search expertise with Web marketing and online communications. Headquartered in London, with more than 100 employees, Latitude is a 2006 Media Momentum Award winner.

Notes to Editors

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