

26th March 2008

£1m investment secured by Magnetise Group

Magnetise Group, a new online lead generation specialist, has raised £1 million in its first round of funding.

A number of private investors have backed the start-up, which is being launched to significantly enhance the value and quality of leads generated within the online marketplace.

Magnetise Group is using the investment to build a portfolio of bespoke products that are designed to help advertisers refine the information gathered from web users and therefore identify the best possible prospects.

Peter Gowrie-Smith, managing director of Magnetise Group, said: “We’re taking a fresh approach to online lead generation, which is committed to helping advertisers to gather highly customised data that can be used to target their prospects more effectively.

“Online lead generation is currently focused on delivering high volumes of leads. However, it’s not just a numbers game and that’s why we’re building bespoke technology platforms that will enable advertisers to maximise their conversion rate.”

Magnetise Group is also using the funding to develop an exciting new approach to online advertising that will be launched in late 2008.

For further information or to arrange an interview, please contact Karin Ferro at Kappa PR:

Email: karin@kappapr.co.uk or call: 020 8874 3786

Notes to editors

About Magnetise Group

Magnetise Group was established in 2007 to pioneer the next generation of online lead generation. The company's core competency is to improve the volume of leads that can be generated online and to enhance the value of each lead.

Magnetise Group has two divisions, Magnetise Media and Magnetise Solutions. Magnetise Media offers a portfolio of bespoke products that help advertisers to refine the information gathered from web users and therefore identify the best possible prospects. Magnetise Solutions is committed to helping large publishers and media vendors provide outstanding lead generation solutions.

About Peter Gowrie-Smith

Over the last 10 years, Peter has built a successful track record in leading some of the UK's fastest growing online marketing and technology companies. Peter's industry experience and particular interest in sophisticated database management solutions led him to establish Magnetise Group in 2007.

Prior to setting up Magnetise Group, Peter occupied a number of senior level positions within the industry, including Director of Enterprise at TMN plc, Director of Business Development at DGM plc, Business Development Director and Board Member of EDR plc, and a consultancy role at Global Network Enterprise.

Peter grew up in Sydney and graduated from the University of Technology Sydney with a Business degree. He quickly developed a strong interest in online marketing and went on to study E-commerce.