



News release

4 September 2008

Global energy supplier E.ON appoints R.O.EYE to implement affiliate marketing strategy

R.O.EYE has been appointed by global electricity and gas supplier E.ON to implement and run an affiliate marketing programme.

E.ON, formerly known as Powergen in the UK, awarded its affiliate business to R.O.EYE because the company offers a bespoke, consultative service.

Mark Kuhillow, founder and managing director of R.O.EYE, said: "E.ON has already made affiliate marketing a key part of its overall online strategy, and we are now looking to develop this and take the company's programme to the next level. E.ON has been quick to recognise the benefits of an affiliate programme and believes strongly in a personal approach when dealing with affiliates."

"The affiliate industry grew by almost 50% last year and 2008 promises to be an even stronger year for this sector," Kuhillow continues. "We have experience in both dealing with affiliates on a daily basis and delivering effective programmes that show clients a strong return on their investment. We have always maintained a professional, strategy-led approach, and we believe we are well placed to show E.ON the full benefits of affiliate marketing."

About R.O.EYE

R.O.EYE (www.ro-eye.co.uk) is the largest specialist affiliate marketing agency in the UK, providing specialist marketing services to e-commerce merchants. Globally respected and firmly established within the affiliate community, R.O.EYE boasts unrivalled market expertise. The company is independently owned and has the flexibility and resource to assist clients in the development of in-house super affiliate programmes. R.O.EYE provides clients with tracking solutions, analysis and commentary to ensure accurate forecasting of budget and volume, and performance management.

For further information please contact:

Laura-May Coope / Claire Armitt
flannel

01273 779492 / 01273 779449

laura-may.coope@no-flannel.com / claire.armitt@no-flannel.com