

12th April, 2007

R.O.EYE appoints Philip Hunt

Voted as one of the top 50 players in the new media industry Philip Hunt joins R.O.EYE as non-executive director

R.O.EYE, affiliate management specialists, has appointed industry leader Philip Hunt as non-executive director to support and further encourage the company's ambitious plans for growth.

Mark Kuhillow, managing director of R.O.EYE explains, "Philip's diverse experience in the founding and management of various high profile digital agency propositions will be invaluable as R.O.EYE continues to grow."

Voted as one of the top 50 people to have the biggest impact on the shape of UK e-business, by the New Media Age editorial team, Hunt brings a wealth of knowledge and experience to his new position.

Hunt spent six years as chief executive of interactive communications agency Wheel, one of the largest new media agencies in the UK, bearing ultimate responsibility for the company's entire client and project portfolio and acting as the main point of interaction with the LB Icon European & US network. Prior to this, Philip Hunt was chief operating officer at Catalyst Solutions, the £60million turnover systems integrator and e-business specialist.

Hunt comments, "R.O.EYE has made impressive headway within its two years of trading and there is enormous scope to build upon this. A key focus for my new role will be to support and advise R.O.EYE at this important time of growth."

Philip Hunt's appointment follows the recent recruitment of Mike Wheadon, business development for R.O.EYE. Bringing a wealth of media experience to the company, Wheadon has moved from Starcom Motive, where he held the position of business development director.

Editors notes

About R.O.EYE ...

R.O.EYE provide specialist marketing services to e-commerce merchants. Delivering fast and tangible results, R.O.EYE is the largest specialist affiliate marketing agency in the UK.

Well respected and firmly established within the affiliate community, R.O.EYE boasts unrivalled market expertise. The company is independently owned and funded 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.

Clients include: PC World Business, Alliance & Leicester Commercial Bank, Freedom Finance, ManKind, Subaru, Welcome Finance.

<http://www.ro-eye.co.uk>

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