

Twelve Horses Merges Into One to One Interactive, Combined Entity Strengthens Product Offerings, Bolsters Service Capabilities

Boston, Mass. and Reno, Nev. (Sept. 14, 2009) – One to One Interactive (OTO), a Boston-based digital marketing firm recently ranked by *Inc. Magazine* as one of the fastest growing private companies in America, announced today a definitive agreement to merge Twelve Horses, with operations in Salt Lake City, Utah, and Reno-Tahoe, Nevada, into its OTOi and OTOlabs divisions.

The merger expands One to One Interactive's comprehensive suite of digital marketing services, technology and media offerings by incorporating Twelve Horses' agency practice and innovative marketing products.

The move represents the fourth time OTO has grown through a merger or acquisition, a strategy the company embarked on beginning in 2005. The addition of Twelve Horses gives OTO a significant presence in the West and Twelve Horses' many East Coast based clients will welcome the OTO East Coast footprint. Both OTO and Twelve Horses service accounts in Europe and Asia. Twelve Horses, frequently recognized for its innovative work in the travel-tourism industry, also services such global clients as J.P. Morgan Chase, Deloitte and Bill Me Later, a PayPal company.

The western-based Twelve Horses will integrate its trademarked and patented technology platforms, including MessageMaker™, which delivers multi-channel direct digital communications to customers via email, web, mobile, voice and fax messaging, into current One to One Interactive offerings. As a result, OTO clients, which currently include Comcast, Rite-Aid, McGraw-Hill and Partners Healthcare, will be able to leverage the company's expanded portfolio of services and tools in executing their one-to-one digital marketing strategies.

“Our merger with Twelve Horses enhances and extends OTO into the type of unique firm brands seek in today's digital marketing landscape, one that can come to the table with leading marketing services strategy and execution capabilities as well as a full suite of proven technology products to integrate and deploy quickly and efficiently,” said Ian Karnell, chief executive officer of One to One Interactive. “By leveraging the platform capabilities and innovative intellectual property we've acquired through our expansion efforts, our clients can expect greater efficiency in strategy execution and in speed to market, which is essential for remaining at the forefront of the marketing evolution.”

With its newly expanded product and service lines, nearly 30 percent of revenues will be driven from the firm's unique portfolio of permission based digital messaging technologies, which include multi-channel messaging platforms for email and mobile marketing, content management systems, ticketing and event management, desktop widgets and plug-ins for improved workflow. A large portion of the remaining revenue

stream will continue to be generated from services such as branding, web site development, customer relationship management, search engine marketing and social web strategies.

“At a time where every marketing services firm is being asked to bring more to the table, our clients benefit from this merger by having immediate access to a broader organization with incredible experience and depth in quality, customizable technology products and solutions,” explained Twelve Horses CEO David LaPlante, who will serve as OTO’s Senior Vice-President of Sales & Marketing. “Our newly combined company significantly enhances our ability to accommodate our client’s broad and often unique set of marketing services and technology dependent requests, as opposed to simply providing a one-size fits-all-solution.”

The merger is designed to accelerate growth and innovation, including a new management structure to help achieve that vision. One to One Interactive Chief Executive Officer Ian Karnell and President Jeremi Karnell will remain in their roles, while Twelve Horses executives Steve Spencer and Martin Gastanaga will serve as senior executives for its OTOLabs division. The company will remain headquartered in Charlestown, Mass., with additional offices in Baltimore, Reno-Tahoe, Salt Lake City and London.

About One to One Interactive

Complete One-To-One Solutions for Brands, Agencies, and Publishers

Established in 1997, One to One Interactive is the first enterprise to assemble a complete solution for brands, agencies, and publishers executing one-to-one marketing strategies. By bringing together one of the nation’s leading digital marketing agencies, the world’s most comprehensive portfolio of permission marketing platforms, performance marketing solutions, and cutting edge neuromarketing research techniques, the companies of One to One Interactive build informed and creative customer/constituent strategies on the belief that digital media’s ability to enable engaging one-to-one dialogues is the future of marketing.

One to One Interactive has recently been ranked by *Inc. Magazine* as one of the fastest growing private companies in America, one of the Top Interactive firms in the United States according to *B2B Magazine*, and one of the world’s 20 hottest independent digital marketing firms by *Ad Age*.

Please visit one of One to One Interactive’s web sites for more information:

- * One to One Interactive: www.onetooneinteractive.com
- * OTOi: www.otoi.com
- * OTOLabs: www.otolabs.com



* OTOnetworks: www.otonetworks.com

* OTOinsights: www.otoinsights.com

About Twelve Horses

Twelve Horses has historically been a global provider of Web site design and development, multi-channel marketing, business process automation, customer relationship management (CRM), search engine optimization and search engine marketing. Operating as an online brand marketing and messaging technology agency, Twelve Horses assisted businesses in translating and transforming their brands online.

Twelve Horses provides One to One Interactive with operations in Salt Lake City, Utah and Reno-Tahoe, Nevada.

Twelve Horses has been recognized for being a “Top 30 Innovative Company” by *Utah Business*, and “Technology Company of the Year” by the Technology Business Alliance of Nevada.

Please visit Twelve Horses web site for more information: www.twelvehorses.com

For more information call 1-617-425-7369 or visit www.onetooneinteractive.com

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