



Townsend Tapped as CEO for ClickSquared as Funding Round Closes on Heels of 2008 Success

Company Reports 20% Pro Forma Growth in 2008 and Closes \$11 Million Funding Round

WALTHAM, Mass., January 6, 2009 – ClickSquared, Inc., a leading interactive relationship marketing firm, today announced that long-time company COO Wayne Townsend has been promoted to CEO effective January 1, 2009, replacing Andrew Frawley. Townsend has been with the company for five years, and brings more than fifteen years of experience in CRM, direct marketing and analytics. The company also announced the closing of an \$11 million Series B round of financing, led by JMI Equity, ABS Venture, and Flybridge.

“Wayne and I have worked together for the last couple of years, and he has been a major catalyst for the growth and evolution we’ve seen at the company,” said Brad Woloson, Chairman of ClickSquared and a partner at JMI. “Wayne brings deep experience and operational know-how to his new role. This, combined with his knowledge of our market space, will provide the right vision to take ClickSquared to the next level.”

In addition, ClickSquared announced 20% pro forma growth in 2008. The 20% growth is a direct result of new business relationships and increased spending among current clients. New relationships include Loews Hotels, Virgin Money USA, Kapalua Land Company, Outrigger Enterprises Group, Brickmill Marketing Services, March Second, TicketCity, Highgate Hotels and The Kahala Hotel & Resort. Growth among existing clients was widespread among the client base of over 100 business partners, though particularly notable with Sovereign Bank,

Datran and HomeAway.

Overall, 2008 ended with the company up 50% including mergers and acquisitions. ClickSquared's successful 2008 campaign comes on the heels of its formation via the merger of ClickTactics and Intrasight in late 2007. The combined company, re-branded ClickSquared, acquired UK-based Rocket Science in 2008 to accelerate the firm's growth in Europe. Due to its unique, seamless integration of online and offline channels, strong digital messaging capabilities and the rapid expansion of the customer base, investors injected the \$11M of additional capital to expand operations in Europe and to enhance the technology platform with vertical industry-specific solutions.

"I'm looking forward to keeping ClickSquared on the impressive growth track it has established over the last several years," said Wayne Townsend, CEO of ClickSquared. "The progress we saw in 2008 combined with the funding we've just closed position us very strongly for the coming years. I'm confident that our value proposition will only grow in relevance as marketers look to drive higher ROI from their customer communications."

Over the course of his career, Wayne has served as president and CEO at Elity Systems and has helped transition startups like Exchange Applications, Inc. through rapid advancement to successful IPO. In addition, Wayne has held a variety of executive roles in sales and service, product strategy, marketing, and product management including marketing solution development and platform integration experience with Epsilon and Accenture.

About ClickSquared, Inc.

ClickSquared is the premier interactive relationship marketing provider of intelligent, multi-channel marketing solutions creating perfectly choreographed, personalized interactions across all online and off-line direct channels.

Leveraging a team of marketing and technology experts and an on-demand

marketing platform, ClickSquared develops and executes accountable acquisition, growth and loyalty programs to help build some of the world's best known brands including ARAMARK, Boston Celtics, Cable One, Dr. Pepper/7-Up, Four Seasons Hotels and Resorts, Grupo Posadas, Greyhound, Hawaii Visitors and Convention Bureau, HomeAway.com, Hyatt, Montage Resorts, Omni Hotels, Pleasant Holidays, Sirius XM, Starwood, Sovereign Bank, Thornburg Mortgage, Tuesday Morning and US Gypsum. For more information on ClickSquared visit the company's web site at www.clicksquared.com.

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