



FOR IMMEDIATE RELEASE

**ClickSquared Acquires UK-Based Rocket Science,
Expanding Footprint into Europe**

***Interactive Relationship Marketing Firm Sets Its Sights on
Growth Opportunities Internationally***

WALTHAM, Mass. September 25, 2008 -- ClickSquared, a leading interactive relationship marketing firm, today announced it has acquired Rocket Science, a leading UK marketing services and technology solutions provider. The acquisition will enable ClickSquared to quickly penetrate the UK and European markets using strong, local sales, client service and delivery infrastructures already successfully established by Rocket Science. ClickSquared Europe will operate from Rocket Science's existing UK offices in Leeds and Middlesbrough.

Worldwide brands such as Mazda, US Gypsum and Shell use Rocket Science to provide technology-led, customer-centric communication programs that enhance brand value and increase sales.

"We have been examining opportunities to expand our business and increase services to existing clients in Europe for more than a year and found an ideal fit with Rocket Science, a firm with a proven track record in high-tech marketing solutions with some of the largest marketers in the world," said Andrew Frawley, chief executive officer of ClickSquared. "The Rocket Science team, lead by Andrew Campbell, will provide us with a great foundation for building our UK and European operations and help offer our clients a broader service proposition and extended global marketing reach."

Andrew Campbell, managing director of Rocket Science, commented, "ClickSquared's expertise and technology set provides a platform to take our CRM offering on to the next level, enabling us to provide enterprise-wide, multi-channel marketing solutions to brand owners in the UK and European markets."

ClickSquared customer Alexis De Belloy added, "We are excited about ClickSquared's expanded presence in Europe, because we know our European property owners and vacationers will benefit as a result." Managing Director Europe at HomeAway De Belloy continued, "ClickSquared's expertise in interactive relationship marketing has helped us improve our service and grow our business. By having specific local knowledge of the countries where our vacation properties are housed, they will help ensure we are employing the right strategies with these key regional audiences."

Together with its European portals Holiday-Rentals.co.uk, FeWo-direkt.de and Abritel.fr, HomeAway is the

world's most complete online marketplace of vacation rental properties, representing over 300,000 vacation properties in more than 110 countries.

Under the terms of the agreement, all 27 employees of Rocket Science will be part of ClickSquared and report directly to Managing Director ClickSquared Europe, Andrew Campbell.

About ClickSquared, Inc.

ClickSquared is the premier interactive marketing provider of intelligent, multi-channel marketing solutions creating perfectly timed, 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, Comcast, 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, Starwood, Sovereign Bank, Thornburg Mortgage, Tuesday Morning and US Bank. For more information on ClickSquared visit the company's web site at www.clicksquared.com.

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