

## **Wellington Partners successfully exits eCircle**

- TA Associates to invest more than € 60 million in leading email marketing service provider
- Wellington Partners' long term strategy is paying off

**Munich/London, 12 January 2010.** Wellington Partners has sold its stake in eCircle, one of the leading email marketing service providers worldwide, to TA Associates, Boston, as part of a majority investment of over €60 million of the Boston-based growth private equity firm. TA Associates will also buy the shares of the other non-management shareholders Cipio Partners and Steadfast Capital. Wellington Partners had invested in eCircle in September 1999 and since then has helped the company to develop into its excellent market position as the European leader in email marketing solutions.

Wellington General Partner Rolf-Christof Dienst explains: "Our long term strategy has paid off. We have found a partner for eCircle who will ensure further growth and investments in new technologies and products. I am especially delighted that TA Associates won the bidding process as I have been in close contact since 1978 and we indeed founded one of the first German VC funds together in 1983."

When announcing the investment, Jonathan Meeks, Managing Director at TA Associates, London, said: "We are delighted to be investing in eCircle, that has demonstrated accelerating momentum in the attractive email technology sector. The company has become the cross-border leader in a fragmented European market, with a blue-chip client base across the Continent. This unique position makes eCircle the ideal platform for a future truly integrated online marketing service company. We are excited to help eCircle to extend its leading position."

Volker Wiewer, CEO of eCircle, concludes: "We want to thank our long-term investor Wellington Partners for staying with us for such a long time. Their support and advice has been invaluable in making eCircle what it is today."

The sellers were advised by Dr. Arnold Bahlmann. TA Associates has been advised by Dr. Michael Hinderer of Altium Capital AG.

### **About Wellington Partners**

Wellington Partners is one of the most successful pan-European venture capital firms. With some € 800 million under management and offices in London, Munich, Palo Alto and Zurich, the firm invests into companies throughout Europe that have the potential to become global leaders, in the areas of Digital Media, Cleantech, Electronics, Software and Life Sciences.

Since 1998, Wellington Partners has invested in more than 100 companies in Europe and Israel, including now publicly traded Actelion and XING and successful privately held companies like Alando (acquired by eBay), Ciao (acquired by Microsoft) and ImmobilienScout24 (acquired by Deutsche Telekom). For more information please visit [www.wellington-partners.com](http://www.wellington-partners.com).

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