

## Logicserve Announces Acquisition of Paid Search and Affiliate Marketing Company CK Net Limited

**London-based paid-on-performance search marketing company acquired by a leading search engine marketing agency.**

London, United Kingdom, April 7, 2008 – Logicserve (<http://www.logicserve.com>) today announced that it has acquired CK Net Limited (<http://www.ck-net.com>), a paid-on-performance search and affiliate marketing company based in London, UK. Terms of the deal were not disclosed.

The acquisition of CK Net, which generated over £60 million worth of sales for its blue-chip client base last year, will add a successful paid-on-performance company to Logicserve's rapidly-growing portfolio of search marketing agency clients. Logicserve manages online search campaigns for over 200 mid-sized clients across the UK, Portugal, North America and India, with over 50 staff in 4 offices worldwide.

"This acquisition enables Logicserve to accelerate its expansion into the European search advertising market, says Rohit Chugh of Logicserve. "By combining CK Net's proven paid-on-performance model with our existing traditional agency services, we are excited to be able to offer our clients a broad range of innovative search and affiliate advertising solutions, delivered through a highly skilled team, certified processes and proven proprietary technology."

Logicserve intends to enhance CK Net's "Affilibid" search marketing technology through active and ongoing development. Designed specifically for retail and conversion-orientated clients, Affilibid optimises client campaigns, generating the maximum volume of sales possible within a specified budget. Affilibid provides a unique depth of insight into search marketing campaigns, incorporating individual user behaviours into its keyword pricing models.

"With its focus on innovative technology and high levels of personal client service, Logicserve complements our business perfectly," said Christopher Kelly, founder of CK Net. "The acquisition instantly offers us the manpower to fully utilise the great Affilibid technology that we've been developing over the last 12 months, and I can't wait to see the results for our clients. In addition, Logicserve's technical team will accelerate the development of our new comparison and review site network, which we look forward to releasing in 2008."

### **About Logicserve**

Logicserve (<http://www.logicserve.com>) is emerging as a leading player in the online marketing arena. Focusing on People, Processes & Technology, Logicserve aims to deliver tangible business results for its clients. With over 50 staff in 4 offices, Logicserve manages search campaigns for over 200 mid-sized clients worldwide.

### **About CK Net Limited**

With its origins dating back to 1998, CK Net (<http://www.ck-net.com>) was founded by Christopher Kelly in 2003, while in his first year as a medical student at Cambridge University. The company has since grown significantly to run search and affiliate marketing campaigns for an impressive range of blue chip clients. With a focus on developing innovative optimisation technology, CK Net aims to offer a superior service for its client base.

### **Notes to Editors – Enquiries:**

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