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CRM Agency Afinium Names Co-founder Robert Paterson Chairman and Global Chief Marketing Officer

New Hope, PA – August 7, 2012 – [Afinium, Ltd.](#), an award-winning CRM agency, has named Robert Paterson its Chairman of the Board and Global Chief Marketing Officer (Robert.Paterson@afinium.com).

Paterson is a successful entrepreneur with more than 25 years of experience in retail financial services and insurance sales and marketing. During his career, he has established and managed several leading businesses in finance, technology, and marketing – among them, Afinium.

Afinium clients include major global companies that understand the value of compiling complex and disparate data sets to create a single customer view – all in near real-time. The result is customer relevant customer dialogue, advocacy, brand loyalty and sustainable lifetime value.

Paterson began his career in Barings Merchant Bank in London in the investment and corporate finance departments. In 1990, he founded and was CEO of BMI Europe, a specialist financial advisory business. In 2001, Paterson founded Eurobenefits to create the UK's leading web-based, self-service benefits management software, which he sold to Aegon in 2002. Paterson then created Flex Software, which is licensed to US financial services companies to manage complex sales and distribution channel. Paterson and Matthew Hooper eventually co-founded Afinium, Ltd., which acquired Flex Software.

“Robert brings a high level of expertise in the areas of finance, technology, and marketing to Afinium,” said Jim Ouimet, President of Sales and Marketing USA, Afinium. “In his dual role as Board Chairman and Global Chief Marketing Officer, Robert will continue to help Afinium’s clients effectively acquire more customers, cross-and up-sell products and services, and retain customers through truly proactive marketing.”

About Afinium, Ltd.

Afinium, Ltd. is an award-winning CRM agency that specializes in knitting together complex and disparate data sets to create a single customer view, delivering significant returns to the bottom line. With offices in New Hope, PA and Chiswick, London, Afinium’s proprietary database software has been licensed to leading companies in Insurance, including American General and New York Life; Retail; Casino Gaming; and Travel and Leisure. Afinium is the developer of Stream, a customer centric enterprise enrollment and marketing platform that uses algorithms and configurable rules to support

automated sales and marketing. Stream combines compliance rules with personalized communication to deliver increased sales and reduce costs. For more information, visit the company's website at www.afinium.com. Contact Jim Ouimet in the US at 215-862-3080 or jim.ouimet@afinium.com or Rupert Watts in the UK at 00 44 (0) 207-042-8876 or rupert.watts@afinium.com.

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Editor: A photo is available in digital format and will be sent with a follow-up e-mail. To request a copy now, please email gsimon@projectmarketinginc.com.