



9 April 2008

### **Aegis Media adds to search capability with acquisition of Checkit**

Aegis Group plc ("Aegis"), the marketing communications group, today announces that it has acquired Checkit in the Netherlands. Checkit has gross assets of €1.2m.

Founded in 1999, Checkit has offices in Amsterdam and Nijmegen. A specialist in search engine marketing (SEM) and search engine optimisation (SEO), Checkit's services range from campaign management to strategic consultancy services, for clients including Pfizer, Ebay, Halfords and Sara Lee.

Following the acquisition, Checkit will become part of Isobar, Aegis Media's digital agency network, making Isobar the digital market leader in the Netherlands.

Commenting on the acquisition, Robert Lerwill, ceo of Aegis, said:  
*"Search remains the single biggest single segment of the digital market, making it an attractive focus for our investment. We are actively building a network of search specialists in Isobar, through expansion of our iProspect brand into new regions and acquisitions like Checkit. With common clients and similar cultures, this acquisition will bring immediate benefits in the Netherlands."*

For further information contact:

**Charlotte Elston / Hannah Bailey**

Aegis Group plc  
+44 (0) 20 7070 7708 / 7725

**Charles Palmer**

Financial Dynamics  
+44 (0) 20 7831 3113