



Press Release  
27<sup>th</sup> June 2006

## **Prospect Swetenhams and Market Monitor Announce Appointment of New Managing Director**

Prospect Swetenhams and Market Monitor –the direct marketing arm of Bisnode in the UK – are delighted to announce the appointment of new Managing Director Annette Holmes.

Most recently, Holmes has been responsible for the success of a 'major change programme' within the Red Cross. Holmes' brief was to take their existing fragmented sales and marketing centres across the UK and create a modern and robust customer focused programme structured within one centralised customer centric, IT based division.

Holmes has a particularly strong background in marketing. Before working for the Red Cross, Holmes was MD of a successful publishing and events company, and before this was MD of leading marketing information providers Key Note.

Holmes comments "I'm very much looking forward to returning to the core marketing arena, which has always been my passion. I believe there's no better time to be in the direct marketing sector than right now. A combination of DPA constraints and enabling technology has created the perfect platform for dynamic market innovation, and I can't wait to take up my new role and be a part of it!"

Holmes will be working out her notice at the Red Cross before joining Prospect Swetenhams and Market Monitor in early September.

~Ends~

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