

## Ciao.co.uk expands its strategy with new PR & Marketing Manager

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Alejandra Rojo has been appointed as the new UK based public relations and marketing Manager for Ciao .co.uk. She will be responsible for both corporate and brand activity of one of the leading online comparison shopping and opinion portals in the UK.

London, July 16th, 2008 – Ciao GmbH, provider of one of the leading shopping comparison portals with a multi-million strong review community in Europe\*, continues to expand its strategy in the English market. Alejandra Rojo who joined the company in June 2008 will be responsible for driving the public relations and marketing activities for the UK portal ciao .co.uk as well as implementing an effective and dynamic plan to support the growth of the comparison shopping and reviews sector.

Alexander Miller, UK Country Manager of Ciao GmbH, states that Rojo's presence marks the beginning of a brand new strategy focus and further development of the brand positioning in the business-to-business and business-to-consumer sector. "Ciao is one of the favourable websites that combines price comparison with a huge volume of independent consumer reviews. Alejandra is the right person at the right time to make sure that Ciao .co.uk takes full advantage of this unique position in the market", says Miller.

Previously, Alejandra Rojo was responsible for the Marketing and PR of Siemens Mobile in Venezuela before joining Crombie, a well-known British luxury fashion brand. During her tenure at both companies she was responsible for marketing and corporate communications and for the development of strategic PR and marketing campaigns.

Rojo holds a Master's degree in Marketing from Huron University in London and a Bachelor's degree in Mass Media Communication, PR and Advertising from her hometown Catholic University in Caracas.

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## About Ciao GmbH

Ciao GmbH is Europe's leading provider of consumer and price comparison websites\*. The firm operates shopping communities in seven countries and languages (ciao.co.uk, ciao.de, ciao.fr, ciao.it, ciao.es, ciao-shopping.nl, ciao.se). Internet users will find more than four million products and more than five million independent product evaluations and reports of people's experiences in over 20 categories, such as cars, computers, digital cameras, finances, mobile phones, travel, electronics or foodstuffs. Ciao is ranked as the most popular shopping website in Europe\*.

Ciao GmbH was founded in Munich in 1999 and since 2005 it has belonged to Greenfield Online, Inc. (NASDAQ: SRVY). The headquarter of Ciao GmbH is in Munich. Further offices are located in London, Paris, Timisoara (Romania) and Wroclaw (Poland).

Mugshots of Alejandra Rojo are available online as download:

[www.ciao-group.com/fileadmin/media/bilder/alejandrarojo\\_3...](http://www.ciao-group.com/fileadmin/media/bilder/alejandrarojo_3...)

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