

Press release
Tangent Communications PLC

Tangent builds on-line marketing solution for Union Pub Company increasing it's dominance in servicing the leisure industry.

- Tangent builds web ordering system for Union Pub company
- Union pub company link up 1,750 pubs to on line system
- System allows for customised marketing collateral to be ordered via Tangent proprietary marketing system Tools 4 Trade.

Tangent Communications PLC today launches on line marketing system for Union Pub Company, part of Wolverhampton and Dudley PLC. With 1,750 tenanted pubs under brands including Banks, Pedigree, Mansfield and Marstons the Tangent on line system will allow all 1,750 outlets to produce customised marketing collateral which directly relates to the pubs local and unique offerings.

Lisa Cosh, Marketing manager of Union Pubs said: "Tangent, as the leading marketing solutions supplier, has not disappointed us at The Union Pub Company. We now have an online solution that offers a value proposition to our tenants, while greatly improving the sales and marketing effort throughout the estate".

Nicholas Green, Tangent CEO said: 'The on line ordering system for Union is one of the most exciting and technically advanced projects Tangent has ever launched. The system is a further example of how more and more companies are migrating their marketing spend to take advantage of the unique opportunities that digital present. With 1,750 pubs across the company, Union represent a very significant opportunity for Tangent.

Notes:

Union Pub Company will use Tangent's unique proprietary Tools 4 Trade system which will host over 130 creative templates all of which can be customised by the individual store and produced using Tangents in house digital technology. The system has been developed in conjunction with Union Pubs and is customised to their product offering.

With 1,750 different pubs, this represents the largest number of online customers currently subscribed to Tangent from one source.

The system allows tenanted pubs to:

- Order materials on line and offline
- Create posters and display materials with varied details of location, event and price.
- Central marketing to accumulate reports on spend and volumes for all tenancies.

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Tangent Communications brings together on line and off line marketing solutions to deliver customised marketing solutions for companies including Greene King and Sainsbury's. The company employs 82 people across two locations, London and Cheltenham and is listed on AIM.

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