

For any further information please contact:  
Alexandria Oliver – Marketing Executive:  
Walker Media  
0207 447 7569  
alexo@walkermedia.com

## PRESS RELEASE

**For exclusive release to: James Livesley, Media Week**

**Publication date: 7<sup>th</sup> February 2007**

### **Walker - i boosts its numbers!**

Continuing its considerable growth of 2006, Walker - i, Walker Media's digital division, has boost their numbers further to meet the growing demand for a digital service from advertisers.

Mark Syal, Head of Walker - i, said:

"We've had a terrific first year, and are now focussed on enriching our campaign delivery capabilities to offer our clients a truly market leading service"

Ricardo Collison joins as the team as Operations Director with overall responsibility for all reporting and analytic systems. Collison previously worked for Argus media group as operations manager. He will be developing cutting edge solutions for the delivery of ads based on consumer behaviour, and tracking that will establish the relationship between brand media and response media.

Richard Cordle joins as an Account Manager with the primary responsibility for the digital activity of Barclays Insurance. Richard previously worked for Aviva plc where he was part of the online marketing team for a number of insurance brands including Norwich Union and the RAC.

Adrian Tebbut also joins Walker - i as a Senior Search Executive on Barclay's group. Adrian previously worked at digital agency Zed on a number of accounts including the UK's largest search account BT.

Commenting on the appointments Mark Syal, Head of Walker - i said:

"It's a great time to be joining Walker - i as our client list continues to grow since more advertisers embrace digital as part of a multi-channel media strategy. We are committed to recruiting only the best, and Ricardo, Richard and Adrian were chosen for their experience, knowledge and the passion they have for digital media"

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Tel: 020 7447 7569 Email: alexo@walkermedia.com