

Press Release

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THEOREM INC STARTS UP IN THE UK WITH CALX EUROPE'S HELP

THEOREM INC has partnered with European Market Entry expert, Calx Europe, to help them launch their highly successive media operations services company in Europe.

THEOREM HELPS MARKETERS BUILD THEIR BUSINESS WITH EXPERT OUTSOURCING TECHNOLOGY SERVICES AND THE ABILITY TO GAIN VALUABLE INSIGHT INTO THEIR CAMPAIGN DATA:

"One of the biggest issues facing online marketing is the ability to scale operations with real expertise and skills", says Nigel Dunn, Principal at Calx Europe. "Finding the skills are not easy and having to recruit to cope with peaks is not viable. Theorem provides that pool of skill to work with clients to meet those demands. Calx Europe has helped Theorem start up in Europe by advising on how to enter the market and then using a focused, narrow search has recruited

them a superb Business Development Manager to drive their new business in Europe.”

“Calx Europe is the vital Partnership establishing Theorem in Europe. We work together to specific objectives and milestones and review progress constantly - all our goals have been more than achieved. It is a partnership built on trust and getting results,” said Jay Kulkani, CEO Theorem Inc.

About Calx Europe:

Calx Europe is a Professional Business Services Company based in Hertfordshire, UK. Calx Europe specialises in acquiring senior executives for Corporations, managing market entry into Europe for US Companies, advising UK start ups on business plans and funding acquisition and business turnarounds. For more information please visit the website at www.calxeurope.com, send an email to info@calxeurope.com or call on +44 (0)20 7193 2356.

Theorem is a pioneer and leader in offering specialized technical and analytical services to the digital marketer. Unlike many generic outsourced service providers, Theorem was founded in 2002 with the vision of being a domain expert in online marketing space and delivering world class service to some of the most sophisticated marketers in the world. Since then Theorem powers ad operations, search operations and analytics behind some of the biggest brands in the online space.

www.theoreminc.net

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