



For immediate release:

Optimisa appoints Paul Nola as Managing Director of Buckingham Research Associates

Expanded role brings opportunities for further collaboration

Wednesday 9th January 2008

Paul Nola, Account Director responsible for telecommunications, technology and media at kae: marketing intelligence, has been named Managing Director at sister company Buckingham Research Associates, part of the **Optimisa plc** marketing services group (EPIC: OPS).

In this role, Paul's responsibilities will include overseeing the growth of new business and further development of the existing account base at Buckingham. In addition to this, he will continue to head the telecommunications practice at KAE, offering genuine business opportunities to both companies immediately and in the future.

Paul joined KAE from integrated marketing agency Contra, having previously worked for Trend Consulting and BCG. Over the past 12 years, Paul has consulted to many of the largest and most influential technology and telecommunications companies on marketing strategy issues including branding and positioning, demand forecasting, sales channel optimisation and customer acquisition / retention strategies. Having graduated from the University of Bristol, Paul completed an MBA at The Tanaka Business School, Imperial College London in 2003.



Paul replaces existing Managing Director Tony Isaacs who departs after seven immensely successful years at Buckingham Research Associates, having taken the business forward to the extremely strong position that it currently enjoys.

Optimisa Chief Executive Simon Dannatt commented: "This appointment illustrates our vision for a truly collaborative and integrated group delivering real value to our clients. Paul has overseen significant growth in our telecoms business over the last three and a half years and I know this success will continue, both at KAE and at Buckingham Research."

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---NOTES FOR EDITORS---

Optimisa plc (www.optimisapl.com) is an AIM-listed holding company in the marketing services sector (EPIC: OPS). Optimisa Group is positioned in the space between the large management consultancies and the traditional market research, market intelligence and business intelligence providers. The Group companies share a common desire to deliver high-value, commercial market and marketing advice to help clients to grow their businesses profitably. The Optimisa Group continues to grow, organically and through acquisition. The Group currently comprises kae: marketing intelligence (www.kae.com), nxtMOVE (www.thenxtmove.com), Andrew Irving Associates (www.aiaresearch.com), Report International (www.reportinternational.com), Quæstor (www.quæstor.co.uk), Buckingham Research Associates (www.buckingham-research.com) and Summit Studios (www.summitstudios.co.uk)

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Caroline Dundas
020 7960 3300
caroline.dundas@optimisapl.com

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