

*Press Release:*

## **Catalina Marketing Hires Head of Google's Affiliate Network To Lead Emerging Digital Business**

**ST. PETERSBURG, FL., (March 3, 2010)** – Catalina Marketing, the global leader in precision marketing and shopper-driven media, today announced the extension of its in-store platform to digital media and the new leadership tapped to guide advancement.

Former Google executive, Chris Henger, has been appointed executive vice president, Digital Services to lead Catalina Marketing's expansion into the growing space. Henger joins the company from Google's Affiliate Network business, originally part of the Google acquisition of DoubleClick in 2008.

"Chris clearly understands how Catalina Marketing is uniquely positioned to make digital marketing a measurable and scalable opportunity for the food, health and beauty and OTC industries," said Dick Buell, Catalina Marketing's Chairman and Chief Executive Officer. "He's the right leader, at the right time, to capture this opportunity on behalf of our company and, more importantly, our retail and manufacturing clients."

Henger served as a member of the executive team at Performics, an interactive marketing firm specializing in search and affiliate marketing, which was acquired by DoubleClick in 2004. In 2008, Henger played a key role in integrating DoubleClick Performics with Google's Affiliate Network launch.

"The opportunity to extend the Catalina Marketing Network® online, and to other new mediums is exciting," said Henger. "Catalina Marketing essentially does for its retail partners and CPG brand clients what Google does for its advertisers and publishers- deliver relevant, highly-valued communications to large, but precise audiences; plus, Catalina Marketing gives brand advertisers access to the most important measure of engagement – offline incremental units sold."

The emerging digital arena is a natural extension of Catalina Marketing's core competencies. Henger will translate the knowledge and assets of the company's in-store network, comprised of 90 million households and 300 million weekly shopper transactions, to drive innovations in the digital landscape. Further, Catalina Marketing fully expects the investment in its digital strategy to leverage other key investments made during the past 18 months- including its joint venture with the Nielsen Company.

### **About Catalina Marketing:**

Catalina Marketing owns and operates the world's largest, transaction-level, shopper-data warehouse- powering media networks, online and offline, to intelligently connect CPG and health care marketers and retailers with specific audiences. CMC Networks develops, delivers, and measures shopper and patient-driven engagements with more than 80M households and 130M patients. Media distribution channels include 50,000 food, drug and mass locations internationally, as well as 18,000 US pharmacies. Company is based in St. Petersburg, Florida, with operations in nine countries throughout North America, Europe and Asia.

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### **SOURCE: Catalina Marketing Corporation**

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