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▶ ATAXO BECAME A GOOGLE ADWORDS  
AUTHORISED RESELLER IN CZECH  
REPUBLIC AND SLOVAKIA

▶ Ataxo Czech s.r.o.

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**ADWORDS™**  
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AUTHORISED  
RESELLER  
.....

Google

## ONLINE MARKETING FIRM ATAXO NAMED GOOGLE ADWORDS RESELLER IN CZECH REPUBLIC AND SLOVAKIA

Prague, Czech Republic, April 13, 2011 — Ataxo®, the Search Engine Marketing Firm announced that they have formed a strategic alliance with Google to sell AdWords to Czech and Slovak SMEs. Ataxo became a Google AdWords Authorised Reseller in Czech Republic and Slovakia with immediate effect.

The agreement will give Ataxo's SME customers the opportunity to reach millions of Czech and Slovak users through an innovative managed service platform. It was developed by Ataxo and simplifies the delivery of Google's AdWords product to SMEs. The platform, under development for years, automates many of the labour intensive ad creation, bid optimization and campaign management functions that have presented barriers to the adoption of search by busy Czech and Slovak SMEs. Ataxo will introduce a product which allows SME's to advertise on Google for less than €1 per day (see [www.ataxo.com/prices](http://www.ataxo.com/prices)).

Dr. Peter Wiedemann, President of the Ataxo Group Companies in the Czech and Slovak, said: *"Ataxo is delighted to be working with Google in an agreement that will bring benefits to both companies. It combines Ataxo's expertise in local advertising, our position of trust and our close working relationship with more than 10,000 Czech and Slovak business advertisers with Google's market leading AdWords search marketing program and large base of users."*

Ataxo is for more than 7 years actively providing online marketing services to SME customers with a highly trained team of skilled experts which is truly a unique advantage for Ataxo's customers. Providing search marketing services is just one small part of the Ataxo service offering which entails a large portfolio of online marketing solutions like SEO, social media marketing, banner advertising, web site design and a lot of other related services – please note further details on our website [www.ataxo.com](http://www.ataxo.com).

"This is a significant milestone in the execution of our business strategy to be the leading market maker in the provision of sales leads for Czech and Slovak businesses," says Wiedemann.

Tania le Moigne, Director of Google Czech and Slovak, said: *"Advertisers now have the opportunity to concentrate on their core business, safe in the knowledge that Ataxo is expertly managing their Google AdWords campaign for them. Ataxo is able to offer the benefits of targeted, accountable and cost effective online advertising via AdWords to thousands of small businesses in the Czech*

*and Slovak market place. We look forward to working with Ataxo to help more Czech and Slovak businesses capitalize fully on the online opportunity.”*

Ataxo fully manages all aspects of Google AdWords for its advertisers, from creating campaigns and choosing appropriate keywords to managing budgets and tracking performance.

Michal Rašek, Executive Director from OPTREAL, spol. s r.o., one of the companies serviced by Ataxo, says: *“Our campaigns are completely operated by Ataxo, we can be easily found on Google, get new leads and have free hands to responsibly do our own job: Preparing our projects and taking care of customers.”*

For further information about this press release, please contact the Ataxo Press Office.

## About Ataxo

Ataxo has helped SME and mid market businesses to develop and execute their online marketing strategies and has over time gained a leadership position in that space. As one of the largest interactive marketing and technology companies in CEE with over 10,000 customers, Ataxo helps its clients to build better brands by delivering business results through customer experiences. Ataxo combines the best thought leadership of the consulting world with the leading capabilities of the marketing services industry to support our clients’ business needs, such as launching new products, repositioning a brand or participating in the social world. With a demonstrated commitment to innovation, Ataxo continues to cultivate our expertise in Social Influence Marketing, emerging media, analytics, technology and user experience. Ataxo has offices in markets across the Czech Republic, Slovak Republic, Poland, The Netherlands and the United Kingdom. Clients include Ceska Sportelna, E&Y, Shell, Robert Half, stereo.pl, direct.cz, finance.cz. Ataxo is part of the Ataxo Group Organization. Please visit our web site for more information ([www.ataxo.com](http://www.ataxo.com)). Follow Ataxo on Twitter at @ataxo, and visit us on Facebook.

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