



## **ACORNE'S NEWLY CROWNED MARKETING MANAGER MEETS F1 WORLD CHAMP JENSON BUTTON**

ACORNE PLC has created two new management roles as part of a company restructure following the successful integration of the exhilaration business into the company's Lane End headquarters.

Darren Ziff has been promoted to Head of Business Development across all Acorne's brands which include Virgin Experience Days, Exhilaration, Leisure Vouchers and The Virgin Voucher. The Acorne business development team are also now responsible for corporate sales of the Wahanda voucher.

Mike Kent has been appointed to the newly created role of marketing manager. Mike joined Acorne plc when the company acquired exhilaration from Lastminute.com in 2008. He led the successful re-launch of the brand earlier this month, including a new approach to online experience gift sales as [www.exhilaration.co.uk](http://www.exhilaration.co.uk) became the first web site to break from the traditional catalogue-style approach to create an interactive web site engaging social media, allowing customers to blog and rate experiences, upload photographs and share ideas with friends via dream lists.

Talking about the new roles, managing director of Acorne plc, Paul O'Brien, said:

"We've experienced a period of rapid growth with the integration of Leisure Vouchers and Exhilaration into the Acorne portfolio and bringing all employees under one roof, more than doubling the size of our team.

“The new roles have been identified as part of our on-going work to maintain our excellent customer service record and ensure we remain in the best position to take advantage of new opportunities. This is an exciting time, Darren and Mike have played a big part in getting Acorne to where we are today and I am delighted they have taken on these new challenges.”

**Ends**

**Picture caption: Acorne’s newly crowned marketing manager Mike Kent meets F1 World Champion Jenson Button at the Virgin Media SpeedWeek 50 event.**

**For more information please contact Jo Gillow on 01225 830064 or 07841 475277 [www.acorne.co.uk](http://www.acorne.co.uk)**