



## New leadership and landmark achievement for LeftClick

*Press release, 12 June, 2008, LeftClick, Christchurch, New Zealand:* Innovative Christchurch-based company LeftClick has announced the appointment of new general manager Alex Suggate to its web-savvy ranks.

Suggate, most recently the owner and managing director of software developers Uphill Sprint Ltd, joins LeftClick during a milestone phase in the company's development, with the team on the verge of graduating from the Canterbury Innovation Incubator (Cii).

"LeftClick's graduation from the Incubator will be a major step in the company's growth. It's a very exciting time to come on board, and I am looking forward to ensuring we continue to expand and raise our profile within the industry," Suggate says.

LeftClick, which employs eight full-time staff, has located its offices at Cii for the past four years, but has secured new premises in central Christchurch for a planned shift in September 2008.

The company has expanded its operations recently, adding in-house website development and design to their web optimisation services.

Ms Suggate says, as a result, LeftClick is now able to offer a more comprehensive solution for clients seeking customer-focused websites that deliver sales conversions for their business.

"As the company continues to grow in reputation, we are attracting larger and larger contracts. As a result, we are expanding our technical web development team to meet the demands of these larger contracts and our expanded service offerings. We continue to provide complete end-to-end solutions for our clients and follow through entirely with our research-based approach to e-commerce."

Ms Suggate says LeftClick is currently undertaking a range of exciting projects, both large and boutique, and, as the company moves forward, it will be implementing measures to achieve carbon-neutral certification.

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### About LeftClick

LeftClick was established in 1994 and today has eight staff based in its offices at the Canterbury Innovation Incubator. It is New Zealand's only company specialising in achieving more leads and sales from e-business and e-commerce websites, offering guaranteed results. The company fuses

grounded science with design to provide services targeted at making e-business websites more successful through increasing persuasiveness and customer satisfaction. LeftClick's solutions are based on smart measurement and analysis, effective optimisation processes and business outcome-focused design. Visit [www.leftclick.com](http://www.leftclick.com)

### **About the Canterbury Innovation Incubator (Cii)**

Cii is New Zealand's leading business incubation facility, established to accelerate the growth of emerging high-technology companies in Canterbury. Cii achieves this by providing intensive business support to start-up technology companies, using an entrepreneurial management team. In-house expertise is based on extensive knowledge and experience in commercialising technology. Located in central Christchurch, Cii also provides office space and facilities, with the capacity to support from 16 to 24 companies. Visit [www.cii.co.nz](http://www.cii.co.nz)

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