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NEWS BY SECTOR

## Amaze acquires MCL Digital

Monday 12 October 2009

Amaze Plc has acquired London and Belfast-based MCL Digital in a deal for an undisclosed sum that gives [the Hasgrove group company](#) (<http://www.how-do.co.uk/north-west-media-news/north-west-digital-media/opal-appoints-amaze-as-digital-partner-200905205430/>) a firm foothold in the education sector and the iPhone application market.

MCL, which handles clients such as HP, Smart Technologies and UniServity, has a history of working alongside its new owner and will now be completely integrated into [the Amaze brand](#) (<http://www.how-do.co.uk/north-west-media-news/north-west-marketing-services/hasgrove-merges-connectpoint-amaze-and-pavilion-200806122793/>).



The firm was founded by Matt Clarke and Nigel Conde and offers Amaze routes into the education sector, Microsoft SharePoint expertise and, through sub-brand iPhoneCreate, a place in the burgeoning iPhone application development market.

Natalie Gross, managing partner at Amaze, said of the deal: "The acquisition of MCL Digital is a strategic move for Amaze that will further extend our skills into emerging areas including mobile, SharePoint, rich media delivery and touchscreen technologies.

"Additionally, MCL Digital will support our existing teams to fulfill the growing demand from our clients for forward-thinking technical consulting, as more of them turn to digital to support their business infrastructure."

[www.amaze.com](http://www.amaze.com) (<http://www.amaze.com/>)

[www.iphonecreate.com](http://www.iphonecreate.com) (<http://www.iphonecreate.com/>)

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