



FOR IMMEDIATE RELEASE:

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**MeritDirect Now List Manager of Center for Business Intelligence!**

(WHITE PLAINS, NY – Effective immediately) – [MeritDirect](#) has been named the list manager of the **Center for Business Intelligence** lists. Recently acquired by Advanstar Communications, Inc., the **Center for Business Intelligence (CBI)** is a provider of live and electronic conferences for senior-level executives in the pharmaceutical and biotech industries.

- [Center for Business Intelligence](#) | Universe 363,000+
- [Center for Business Intelligence Email](#) | Universe 140,000+
- [Center for Business Intelligence Canadian Execs](#) | Universe 63,000+

CBI is dedicated to developing market-driven, unbiased conferences in pharmaceuticals\biotech, medical devices, risk and insurance and managed care markets, serving senior decision makers and government officials by providing a unique platform for highly focused content and presentation.

For additional information please contact Danielle Zaborski at (914) 368-1090 or [dzaborski@meritdirect.com](mailto:dzaborski@meritdirect.com) or John Ganis at (914)-368-1024 or [jganis@meritdirect.com](mailto:jganis@meritdirect.com).

**About MeritDirect:**

MeritDirect is a recognized leader in the B2B and B2C direct marketing industry, offering marketers integrated marketing solutions with an array of products and services. Mailers and list owners achieve a superior return on their marketing investment through MeritDirect's list brokerage, list management, customer list enhancement and optimization, marketing databases and interactive services.

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