



FOR IMMEDIATE RELEASE:

CONTACT:

Rob Sanchez

President

List Management and Interactive Services

914.368.1030

rsanchez@meritdirect.com

MeritDirect Expands Consumer List Management With The Addition of Four Email CBS Interactive Masterfiles – New-to-Market!

(WHITE PLAINS, NY – Effective immediately) – [MeritDirect](#) has expanded its CBS Interactive portfolio to include the following: **Chow Email Masterfile, Gamespot Weekly Specials Email Masterfile, TV.com Weekly Specials Email Masterfile, and Urbanbaby Email Masterfile.**

- [Chow Email Masterfile](#) | Universe: 18,000+

CHOW is a new kind of food media. Not only is their subject matter different --about the parties you really want to go to, the meals you really want to eat, the gear you really want to have -- but they deliver it in audio, video, and everything else the Web has to offer.

- [Gamespot Weekly Specials Email Masterfile](#) | Universe: 1,133,000+

The GameSpot Weekly Specials Email Masterfile list offers you a highly qualified audience of gaming enthusiasts who are in "buying mode."

- [TV.com Weekly Specials Email Masterfile](#) | Universe: 399,000+

The TV.com Weekly Specials Email Masterfile list offers you a highly qualified audience of TV entertainment enthusiasts who are in "buying mode."

- [UrbanBaby Email Masterfile](#) | Universe: 40,700+

UrbanBaby is an innovative media company for parents residing in U.S. metropolitan cities providing local online resource guides, informative daily opt-in email newsletters, offline events, and direct marketing initiatives.

For additional information from MeritDirect, please contact [John Ganis](#) at 914.368.1024.

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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