



FOR IMMEDIATE RELEASE:

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**MeritDirect Appointed List Manager of College Sports Fans Season Ticket Holders!**

(WHITE PLAINS, NY – Effective immediately) – [MeritDirect](#) has been appointed as list manager of **College Sports Fans Season Ticket Holders**.

- [College Sports Fans Season Ticket Holders](#) | Universe: 248,000+

These avid sports fans are all season ticket holders to either college football or basketball games by specific college and university. Most buyers are college sports fans season ticket holders alumni of a wide variety of schools and are financial supporters of the college they graduated from. These affluent buyers are generous donators in addition of being dedicated sports fans.

For additional information from MeritDirect, please contact [John Ganis](#) at 914.368.1031.

**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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