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**MeritDirect Awarded List Management of Focus on Embedded Engineering  
An OpenSystems Media property – New-to-Market!**

(WHITE PLAINS, NY – Effective immediately) – [MeritDirect](#) is proud to announce they have been selected as list manager for **Focus on Embedded Engineering - An OpenSystems Media property**. Embedded Focus is the e-mail announcement delivered to thousands of engineers subscribing to Embedded Computing Design magazine.

- [Embedded Focus](#) | Universe: 27,000+

The list is comprised of software engineers, hardware engineers, systems engineers, engineering managers, consultants and application engineers working on Defense, Industrial, Test & Measurement, Process Control, Transportation, Consumer, and Medical applications. The entire file is made available once a week based on availability and offered on a first-come, first-served basis. The Embedded Focus customer utilizes the entire editorial space as the exclusive sponsor and only the From Line will read 'Embedded Focus'.

OpenSystems Media is the leading print and online publisher in the embedded market place. With eight magazines, e-newsletters, webcasts and web sites to choose from, OpenSystems Media is your source for the most qualified engineers in the industry.

For additional information from MeritDirect, please contact [Kelly Bryce](#) at 914.368.1052.

**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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