



FOR IMMEDIATE RELEASE:

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### MeritDirect Awarded List Management of FierceMarkets!

(WHITE PLAINS, NY – Effective immediately) – [MeritDirect](#) has been selected as list manager of **FierceMarkets**, a leader in B2B e-media. FierceMarkets products and services help business marketers reach targeted decision-makers in key verticals like Enterprise IT, Finance, Healthcare, Life Sciences, and Telecom. These newly managed lists include over 300,000 subscribers, attendees, and inquirers across FierceMarkets' arsenal of products. The newsletters by sector at postal and email address include:

**Enterprise IT Group:**

- [FierceMobileIT](#)
- [FierceGovernmentIT](#)
- [FierceContentManagement](#)

**Finance Group:**

- [FierceSarbox](#)
- [FierceFinanceIT](#)
- [FierceFinance](#)

**Healthcare Group:**

- [FierceHealthFinance](#)
- [Hospital Impact](#)

**Life Sciences Group:**

- [FierceVaccines](#)
- [FierceBioTechIT](#)

**Telecom Group:**

- [FierceBroadbandWireless](#)
- [FierceMobileContent](#)
- [FierceWireless: Europe](#)
- [FierceIPTV](#)
- [FierceOnlineVideo](#)
- [FierceVoIP](#)

For additional information from MeritDirect, please contact [Chris Blohm](#) 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.

**About FierceMarkets:**

FierceMarkets, a leader in B2B e-media, provides information and marketing services in the Telecommunications, Life Sciences, Healthcare, IT, and Finance industries through its portfolio of e-mail newsletters, Web sites, webinars, and live events. Every business day, FierceMarkets' wide array of publications reaches more than 800,000 executives in over 100 countries. Current publications include: FierceBiotech; FierceBioResearcher; FierceBroadbandWireless; FierceCIO; FierceCIO:TechWatch; FierceContentManagement; FierceDeveloper; FierceEMR; FierceFinance; FierceFinanceIT; FierceGovernmentIT; FierceHealthcare; FierceHealthIT; FierceHealthFinance; FierceIPTV; FierceMobileContent; FierceMobileHealthcare; FierceMobileIT; FiercePharma; FiercePharmaManufacturing; FierceSarbox; FierceTelecom; FierceOnlineVideo; FierceVaccines; FierceVoIP; FierceWireless; FierceWireless:Europe; and Hospital Impact.

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