



FOR IMMEDIATE RELEASE:

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***Alliance brings MeritDirect's List Management customers
predictive modeling for direct marketing campaigns of any size***

(WHITE PLAINS, NY – Effective Immediately) – **Genalytics, MeritDirect Announce Strategic Business Alliance** – Genalytics, a leading provider of On-Demand Targeted data solutions, and MeritDirect, a recognized leader in the B2B and B2C direct marketing industry, announced today the formation of a strategic business alliance that makes predictive modeling accessible to MeritDirect customers and partners helping them to get better response rates and achieve higher ROI for their marketing campaigns.

"We are extremely excited to offer our list management customers Genalytics on demand modeling capabilities. The Genalytics technology brings the capability of predictive modeling to customers of any size. We look forward to expanding our services through this alliance", says Rob Sanchez, President List Management and Interactive Services.

On-Demand Targeting will turn around a model to a qualified target list in less than 24 hours making it both strategic and practical to include a custom targeting solution as part of every campaign.

"We are pleased to be partnering with MeritDirect to provide prospect targeting that allows marketers to apply predictive modeling to any size campaign," said Ray Kingman, CEO of Genalytics. "Our tools will help lower the cost of their clients' campaigns and measurably improve response rates."

Genalytics and MeritDirect continue to provide significant experience and knowledge to the both the direct marketing and retail industries based on best practices and implementation success. This new relationship expands their collective support and commitment to the retail and direct marketing communities, and reinforces their commitment to partnering with their clients to achieve the maximum return on investment.

For additional information, please contact Rob Sanchez at (914)368-1030 or rsanchez@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.

About Genalytics:

Genalytics is a supplier of On-Demand Targeting data solutions that help direct marketers and data analysts better target customers, discover new market opportunities, manage risk, and detect fraud. The company's patented software platform uses existing data to create predictive models and enhanced data that are applied to over 120 million households, making more accurate projections about future customer behavior. Genalytics is used by the financial, telecommunications, non-profit, franchise and retail industries.

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