



FOR IMMEDIATE RELEASE:

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### **MeritDirect awarded List Management of KnowledgeStorm Masterfiles!**

(WHITE PLAINS, NY – Effective immediately) – [MeritDirect](#) is proud to announce that it will be managing the **KnowledgeStorm Masterfiles**, the top-ranked search resource used by IT and Business professionals during the technology research and buying process. IT and Business technology buyers use KnowledgeStorm to research and compare products and services, access detailed information about thousands of software/hardware/IT service solutions, and increase their knowledge of various topics.

- [KnowledgeStorm Masterfile](#) | Universe 423,000+
- [KnowledgeStorm Email Masterfile](#) | Universe 71,000+

KnowledgeStorm reaches the complete technology spectrum from the engineers, developers, and IT professionals'. Unlike other passive list sources available, KnowledgeStorm provides the client with a list source of active buyers who are looking for their products now. With a highly targeted audience that can be segmented by numerous selections, including title, industry, geography and employee size, KnowledgeStorm will be able to create the perfect niche audience for any marketing campaign.

For additional information from MeritDirect, please contact [Bill Kamberis](#) at (914) 368-1199.

#### **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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