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MeritDirect Announces Agreement to Acquire Mail Marketing Incorporated!

(WHITE PLAINS, NY – Effective July 1, 2009) – [MeritDirect](#) is proud to announce its agreement to acquire New Jersey-based list management company [Mail Marketing Incorporated](#). MeritDirect will be adding an extensive roster of over 350 list management properties, including files in the following categories: Agriculture-Business-Farm, Aviation, Business, Consumer, Equine/Horse, Religious, and much more.

M.M.I. was founded in 1972 by Wayne L. Willerth, and has been in business for over 37 years. M.M.I operates an honest, efficient, fiscally sound business – by listening to their clients and helping them fulfill their needs and goals. In keeping with MMI’s tradition and standards, MeritDirect will continue to achieve success and strive to reach higher ground.

“We are excited to be acquiring such a quality and distinguished company, and to continually be diversifying our files and broadening our industry coverage with a greater consumer presence,” says Rob Sanchez, President, List Management and Interactive Services, MeritDirect.

“In all my years in the list business, I have never found a company that is more professionally managed, fiscally sound and is simply stated “easy to do business with” said Wayne L. Willerth, Owner of Mail Marketing Incorporated. “Our Clients, our Staff and our Management are all excited to be joining MeritDirect. We look forward to continued success in the days ahead.”

For additional information from MeritDirect, please contact 914.368.1000.

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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