



FOR IMMEDIATE RELEASE:

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MeritDirect Appointed List Manager of PLANSPONSOR!

(WHITE PLAINS, NY – Effective immediately) – [MeritDirect](#) has been appointed as list manager of the **PLANSPONSOR Masterfile**, the nation’s leading online resource for pension and retirement issues.

- [PLANSPONSOR Masterfile](#) | Universe: 77,100+
- [PLANSPONSOR Email Masterfile](#) | Universe: 45,800+

PLANSPONSOR, via its publishing, online, email newsletter and education assets, provides comprehensive news, content, research, training and e-commerce solutions to benefits and retirement decision-makers nationwide.

PLANSPONSOR helps these decision-makers navigate the complex world of retirement and provide the right solutions to their various constituencies.

For additional information from MeritDirect, please contact [Pat Bishop](#) at 914.368.1133.

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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