



FOR IMMEDIATE RELEASE:

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MeritDirect Launches Responsecom – New-to-Market!

(WHITE PLAINS, NY – Effective immediately) – [MeritDirect](#) is proud to announce the launch of the [Responsecom](#) files. The Responsecom database is the result of more than 20 years of tracking and compiling data, all merged into one powerful database of proven direct mail, opt-in email and telemarketing responders. Over 80 million Responders and more than 30 selects for you to target consumers who have responded to various offers in different types of media.

This data is compiled from a multitude of responder file sources...all response-driven data. From these thousands of lists, the names, addresses, and phone numbers, and additional information (i.e. demographics) have been compiled from consumers who have either contacted a company for more information or actually purchased the product or service being offered. Lifestyle and Financial selects are also available to enhance your lists.

For additional information from MeritDirect, please contact [Greg PolICASTRO](#) at (914) 368-1045.

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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