



Marketing Informatics, Inc.
information@work

Press Release

CONTACT

Name: Amanda Miller
Company: Marketing Informatics, Inc.
Voice Phone Number: 317.788.4440
Email Address: amanda.miller@marketinginformatics.com

Marketing Informatics: 19th Fastest Growing Inner-City Company in America

Indianapolis-based direct marketing company recognized on the Inner City 100

INDIANAPOLIS, Indiana – May 29, 2007 – Marketing Informatics, a leading full-service direct marketing company, has recently been recognized as the 19th fastest growing inner-city company in America by Inc. Magazine and the Initiative for a Competitive Inner City (ICIC).

Founded by Inc. Magazine and ICIC in 1998 to strengthen inner-city communities through private-sector growth, the Inner City 100 is a program that ranks and publicizes the fastest growing inner-city businesses nationwide. Marketing Informatics' (Mi) 728.09% growth over five years distinguished it from more than 4,500 nominations for this award.

CEO Bob Massie founded the company as a solo consulting business in 1987. Since then, Mi's growth strategy has centered around one philosophy: providing the best solution to a customer's challenge.

"We've gone from one consultant to a team of people providing services, and now we're a team of people providing strategic direct marketing services," said Massie. "By growing our experience and capabilities, we have a broader range of resources to apply to the customer's problems to get the results they need."

2007 is Mi's second year on the Inner City 100 list; it ranked at number 39 in 2006. Inc. Magazine also recognized it in 2005 and 2006 on the Inc. 500 as one of the fastest-growing private companies in America. Mi's record-setting growth has been recognized locally, as well. The *Indianapolis Business Journal* named it the fastest-growing company in the Indianapolis area in 2006.

Massie attributes Mi's success to a devoted team that makes customer service its priority.

"We take a proactive position with our customers," Massie said. "Giving them things they don't expect, over and above just solid customer service, is a master position – but it's not something you can really put on paper."

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About Marketing Informatics

Marketing Informatics, formerly Massie Inc., was founded in 1987 as a consulting practice specializing in direct marketing. Now a multi-million dollar full-service direct marketing company, Marketing Informatics is committed to being a leader and innovator in its industry. Continuously striving for excellent financial and operating results while adhering to the highest standards of business practices, its outstanding modern direct marketing approach has created 631.8% growth in three years, catapulting its 15 employees in 2003 to more than 100 today. For more information, contact Amanda Miller at (317) 788-4440 or visit the company's Web site at www.marketinginformatics.com.