

**PRESS CONTACT:**

Liza Dittoe  
Dittoe Public Relations  
317-202-2280 x12  
[liza@dittoepr.com](mailto:liza@dittoepr.com)

## **Marketing Informatics Awarded Inner City 100 by Inc. magazine and the Initiative for a Competitive Inner City (ICIC)**

*Indianapolis-based direct marketing company awarded 39<sup>th</sup> place for success in urban area*

**INDIANAPOLIS, Indiana – June 19, 2006—Marketing Informatics**, a leading market research, direct marketing, full service mail and printing house, is awarded the 39<sup>th</sup> spot on the coveted **2006 Inner City 100 list**.

For the past eight years, **Inc. magazine** and the **Initiative for a Competitive Inner City (ICIC)** have teamed up to recognize America's fastest growing urban businesses through the annual Inner City 100 list. These companies are creating jobs, income and wealth for inner city residents and leading the urban revitalization taking place across the country.

Despite the various challenges Marketing Informatics has faced this past year, the company has continued to thrive. When a tornado recently took out a 140-foot section of wall at the company's corporate headquarters, local builders quickly erected a temporary wall to ensure that everyone was back to work the next morning. Even with a flooded printing house, and dramatic change in temperature, Marketing Informatics only lost four hours of production. It is this dynamic corporate culture coupled with strong entrepreneurial leadership that has allowed Marketing Informatics to accommodate its 614.5% growth over the last three years.

"Our team has great synergy, and much of our success is attributed to the drive our employees gain in our unique environment," says Bob Massie, founder and CEO of Marketing Informatics. "We are proud to be a part to today's growing city and dynamic economy."

Marketing Informatics has experienced a record year in growth and has been recognized with various awards from around the country.

In addition to the Inner City 100 list, Inc. magazine also produces the Inc. 500, a list of the nation's fastest-growing private companies. Marketing Informatics was selected as one of the **500 Fastest Growing Companies**, coming in at number 175 as a result of its astounding growth.

Marketing Informatics also recently received the **Indiana Entrepreneurial Award of Distinction** from Indiana University, honoring outstanding, emerging and established entrepreneurial companies in growth, entrepreneurial spirit, and innovation.

For more information on Marketing Informatics' direct marketing solutions, visit the company's Web site at [www.marketinginformatics.com](http://www.marketinginformatics.com).

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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 614.5% growth in three years, catapulting its 15 employees in 2003 to more than 100 today. For more information contact Liza Dittoe of Dittoe PR at (317) 202-2280 or visit the company's Web site at [www.marketinginformatics.com](http://www.marketinginformatics.com).