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**Marketing Informatics receives Outstanding Partner in
Comprehensive Solutions Award from Experian**

*Indianapolis-based direct marketing company accepts several prestigious awards
recognizing its performance and growth*

INDIANAPOLIS, Indiana – July 19, 2006—Marketing Informatics, a local market research, direct marketing, full service mail and printing house, is awarded Outstanding Partner in Comprehensive Solutions by Experian[®] Marketing Services, a provider of multichannel, information-based solutions.

Marketing Informatics received the award for **Outstanding Partner in Comprehensive Solutions** by providing its clients with the widest variety of Experian solutions over the course of the year.

Experian issues 'Outstanding Partner' awards in recognition of its top broker and reseller clients at its annual Reseller Forum, held this year in Dallas, Texas. Established to distinguish outstanding performance amongst its broker and reseller clients, these awards have been issued by Experian as a direct expression of its appreciation for this vital segment of its sales channel.

"Experian has been a dynamic partner and is instrumental in our mission to provide direct marketing solutions to our clients," said Bob Massie, CEO of Marketing Informatics, which offers strategic direct marketing expertise, creative services, printing and fulfillment across several vertical industries. "Without Experian's data products and the support of its seasoned professionals, we would not have had the resources to grow as rapidly as we have."

Marketing Informatics has experienced a record year in growth and has been recognized with various awards from around the country including the **Inc. 500 Fastest Growing Privately Held Companies** (number 175), the **Indiana Entrepreneurial Awards of Distinction** and the **Inner City 100 Award** from Inc. magazine and the Initiative for a Competitive Inner City (ICIC).

On the fast track to success, Marketing Informatics combined direct mail, primary research, statistical data analysis and technology to tap hundreds of sources of data. The result is a specifically targeted demographic population and a successful business model.

For more information on Marketing Informatics' direct marketing solutions, visit the company's Web site at 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.

About Experian

Experian is the global leader in providing value-added information solutions to organizations and consumers. It has an unrivaled understanding of individuals, markets and economies around the world. Experian provides information, analytics, decision-making solutions and processing services. It assists organizations in understanding their markets and customers and helps them find, develop and manage profitable customer relationships to make their businesses more profitable. Experian promotes greater financial health and opportunity among consumers by enabling them to understand, manage and protect their personal information, helping them control financial aspects of key life events and make the most advantageous financial decisions. Experian works with more than 50,000 clients across diverse industries, including financial services, telecommunications, health care, insurance, retail and catalog, automotive, manufacturing, leisure, utilities, e-commerce, property and government. A subsidiary of GUS plc with headquarters in Nottingham, UK, and Costa Mesa, Calif., Experian employs 12,000 people in 31 countries who support clients in more than 60 countries. For more, visit the company's Web site at www.experianmarketingsolutions.com.