

PRESS CONTACTS:

Liza Dittoe
Dittoe Public Relations
317-202-2280 x12
liza@dittoepr.com

Lauren Kinzler
Dittoe Public Relations
317-202-2280 x10
lauren@dittoepr.com

RPS Printing, Inc. Reports Five-Fold Increase in Revenue

RPS Printing, Inc. sees revenue jump in past six months

INDIANAPOLIS – August 3, 2006 – RPS Printing, Inc., formerly Buis Enterprises, announces a five-fold increase in revenue within the last six months. An increase in clients and the addition of extra shifts to boost production fueled the company's success.

Bob Massie, owner of Marketing Informatics, a local direct marketing, research and full-service mailing company, purchased RPS Printing in November 2005. Eighteen original employees were retained and twenty-seven more were added to facilitate an increase in shifts and productivity. RPS is known for its high quality, fast turnaround and competitive pricing; each of which contributed to the increase in revenue and production.

The acquisition of RPS and its relocation to Marketing Informatics' facility improved the company's ability to provide its clients with faster printing services. Now, as a full-service marketing company with in-house printing capabilities, the quick turnaround time on printing has become a huge benefit for both RPS' and Marketing Informatics' clients.

"Many companies require 10 to 14 days for complete fulfillment," said RPS Printing President Jim Haas. "When necessary, we can make it happen in less than 48 hours."

RPS General Manager, Matt Buis, couldn't be happier.

"We're pleased to work closely with Marketing Informatics' clients to give them the highest-quality prints in less time," said Buis. "The additional business and extra capital to hire people and buy equipment have been two of the most positive results of the acquisition."

For Haas, the initial success came somewhat as a surprise.

"RPS was not purchased with the anticipation that it would grow so significantly," said Haas. "Our goal was to have more control of our printing services and meet Marketing Informatics' deadlines. Its rapid success has been a welcomed additional benefit. RPS' performance has been so exceptional that we plan to merge RPS and Marketing Informatics into one company by the end of 2006."

The new RPS printing operation occupies approximately 30,000 sq. ft. of Marketing Informatics' total 67,000 sq. ft building.

For more information on RPS Printing's services and Marketing Informatics' direct marketing solutions, visit 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.