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Marketing Informatics: #193 on Inc. 500

Indianapolis-based direct marketing company recognized on the Inc. 500

INDIANAPOLIS, Indiana – August 29, 2007 – Marketing Informatics, a leading full-service direct marketing company, has recently been recognized as the 193rd fastest growing private company in America by Inc. magazine.

In its third consecutive year on the list, Marketing Informatics (Mi) is one of only 15 companies on the 2007 list to be recognized three times. Its 1,093.9% growth over three years distinguished it from thousands of other applicants.

“We’re honored to be recognized again this year by Inc. magazine,” said CEO Bob Massie. “This list is comprised of some incredible companies. We’re both humbled and grateful to be among such company.”

Massie founded the Mi 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.

“If you want to find out which companies are going to change the world, look at the Inc. 500,” said *Inc.* Editor Jane Berentson. “These are the most innovative, dynamic, fast-growing companies in the nation, the ones coming up with solutions to some of our most intractable ills, creating systems that let us conduct business faster and easier, and manufacturing products we soon discover we can’t live without. The Inc. 500 list is *Inc.* magazine’s tribute to American business ingenuity and ambition.”

Inc. magazine recognized Mi earlier in 2007, as well, as number 19 on its Inner City 100. This was Mi’s second year on the Inner City 100 list; it ranked at number 39 in 2006. Mi’s record-setting growth has also been recognized locally. The *Indianapolis Business Journal* named it the fastest-growing company in the Indianapolis area in 2006.

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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 1,093.9% growth in three years, catapulting its 15 employees in 2003 to 80 today. For more information, contact Amanda Miller at (317) 788-4440 or visit the company’s Web site at www.marketinginformatics.com.