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Marketing Informatics completes merge with RPS Printing

Integration to continue through first quarter 2008

INDIANAPOLIS, Indiana – Jan. 18, 2008 – Marketing Informatics, a local full-service direct marketing company, completed its merge with RPS Printing on Dec. 31, 2007. The complete integration of RPS into Marketing Informatics began in November 2007 and will continue throughout the first quarter of 2008. All staff, operating and financial systems are now under the Marketing Informatics name.

Bob Massie, owner and CEO of Marketing Informatics (Mi), purchased RPS Printing in November 2005. He retained eighteen original employees and added twenty-seven more to facilitate an increase in shifts and productivity. Following the acquisition, RPS's revenue increased five-fold in the first 10 months. Having in-house printing capabilities has become a huge benefit for clients.

"I saw two very promising aspects of the acquisition," Massie said. "One, it gave us the chance to provide tighter printing turn times to our clients, especially those who needed a printer who understood the demands of direct mail. And two, we are now able to serve a broader range of our clients' needs."

All business in the future will be conducted under the Mi name. Derrick Smith, former president of RPS Printing, is now chief operating officer of Mi. He spent the majority of 2007 evaluating and refining the companies' processes.

All RPS office staff, including prepress, are now located in the original Mi side of the building, nearest the Airport Expressway.

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About Marketing Informatics

Marketing Informatics 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.