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Marketing Informatics sells print division to Printing Partners

Move returns Mi to foundation services

INDIANAPOLIS, Indiana – Sept. 2, 2008 – Marketing Informatics (Mi), a local direct marketing company, has sold its print division to local firm Printing Partners. This strategic alliance allows both Mi and Printing Partners to focus on their core business. For Mi, the move returns it to its original services: mailing, analytics, and list acquisition.

Bob Massie, owner and CEO of Mi, started his career in direct marketing as a solo consultant in 1987. By 1994, he had accumulated enough clients that he needed to hire help. With that growth, he established the company's core competencies. In 2005, the company added creative services and printing to its offerings.

"We've seen great benefits of having our own print shop," he said, "but we are a mail-centric company at heart. We can't offer all of the printing capabilities that Printing Partners can as a print-focused firm, and they can't do what we are able to with mail. So this truly benefits both of us."

Customers who use Mi for only printing are being encouraged to select Printing Partners as their printer of choice. Customers who use Mi's other services, in addition to printing, will remain with Mi, and Mi will outsource all print work. The majority of Mi's print employees will move to Printing Partners' location on 16th Street, including sales and customer service representatives.

"This offers both companies an exciting opportunity. We've had a strong relationship with Printing Partners for many years, so I'm confident they'll take great care of our print customers."

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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 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 created 1,093.9% growth in three years, landing it on multiple recognition lists nationwide. For more information, contact Amanda Miller at (317) 788-4440 or visit the company's Web site at www.marketinginformatics.com.