

**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

## **Marketing Informatics Receives Indiana Entrepreneurial Growth Award**

*Company recognized for three-year sales growth of 631.8 percent*

**INDIANAPOLIS – October 31, 2006 – Marketing Informatics**, a leading full service direct marketing company, received the Growth Award at the second annual Indiana Entrepreneurial Awards of Distinction, which were presented on October 19, 2006 by Indiana University's Johnson Center for Entrepreneurship and Innovation.

The company exceeded the award's nomination requirements, which stipulated that the company must have a minimum of 35 percent increase in revenue for each of the past two years. Marketing Informatics' aggressive investment in its infrastructure, resources and capabilities catapulted its three-year sales growth to 631.8 percent.

This is the second year for the Indiana Entrepreneurial Awards of Distinction, which were presented by Indiana University's Johnson Center for Entrepreneurship and Innovation. The winners were selected from 68 finalists and 140 applicants. With the exception of a Social Enterprise Award that goes to non-profits with a social mission, companies must have been founded prior to the 2002 fiscal year, be a public or private corporation, proprietorship or partnership located in Indiana and have revenues of more than \$1 million.

"We're pleased to be honored for the second year in a row as one of Indiana's fastest-growing companies," said Bob Massie, founder and CEO of Marketing Informatics. "Our services have helped several state organizations achieve high growth and increased sales as well."

Donald Kuratko, executive director of the Johnson Center for Entrepreneurship and Innovation and the Jack M. Gill Chair of Entrepreneurship in the Kelley School of Business said, "The IU Entrepreneurial Awards of Distinction celebrate and showcase the tremendous achievements of Indiana's entrepreneurial companies. This is a unique opportunity to celebrate some of the true greatness that exists in the state of Indiana by recognizing the hard work and tenacity that is evident in these award-winning companies."

Marketing Informatics' fast growth is partly due to a significant expansion of both its equipment and staff to meet a growing demand from customers. Massie also purchased RPS Printing, Inc. and moved it into the 65,000 sq ft facility on the near-Westside of Indianapolis to offer fast, high quality, in-house printing to customers. Marketing Informatics additionally enhanced its in-house offerings through the purchase of Thrive3, a creative services agency that offers strategic planning and integrated services.

“We have enjoyed this growth because we are committed to providing customers with the best, no-excuses direct marketing support they can get,” said Massie. “From research through creative services, data management to printing and mailing, we will exceed expectations.”

For more information on Marketing Informatics' direct marketing solutions, visit [www.marketinginformatics.com](http://www.marketinginformatics.com).

###

**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 631.8 percent 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](http://www.marketinginformatics.com).