



CONTACT

Name: Amanda Miller
Company: Marketing Informatics
Phone: 317.788.4440
Email: Amanda.miller@marketinginformatics.com

Marketing Informatics awarded two spirit awards

Recognition is a first for local direct marketing company

INDIANAPOLIS, Indiana – October 31, 2007 – Financial status may be what keeps the doors open at most businesses, but successful companies have learned that you can't survive on numbers alone.

Marketing Informatics (Mi), an Indianapolis direct marketing company recognized nationally and locally for its rapid growth over the past several years, recently received two awards that strike a more personal chord. The awards applaud the company's spirit.

On Oct. 18, the Johnson Center for Entrepreneurship & Innovation, within the Indiana University Kelley School of Businesses, named Mi a winner in both Growth and Spirit categories in its Indiana Entrepreneurial Awards of Distinction. Then, on Oct. 29, Mi received its first nod from the Blue Chip Business Awards presented by WestPoint Financial Group.

"Aside from the personal satisfaction," said Bob Massie, owner and CEO of Mi, "I'm incredibly proud to be able to present these awards to my team. It's really to their credit that we've been recognized."

Mi's success landed it on the Inc.500 in 2005, 2006 and 2007; it was one of only 15 companies nationwide to make the list in three consecutive years. The *Indianapolis Business Journal* named it the fastest growing company in the Indianapolis area in 2006, and it made that list again in 2007, landing in the fourth spot. But the staff's resilience was put to the test on the night of April 2, 2006 when straight-line winds and tornadoes ripped through Indianapolis. The same storm that wrecked the Regions Bank building downtown hit Mi. Winds completely obliterated a 140-foot section of wall and damaged about 40 percent of the building beyond repair.

When employees arrived the next morning and surveyed the damage, they expected to have pink slips by the end of the day. Instead, they rolled up their sleeves and for two days worked printing presses and mail machines in coats and gloves while a local contractor erected temporary wooden walls to shield the operation.

In the end, the company only missed four hours of production time and didn't miss a deadline.

According to Massie, the solution to the challenge of the plant's devastation is the same as the solution to the problem of how to meet an unmeetable production deadline or any other significant business challenge: leadership of a great team, focus on solutions and decisive action.



"Of all we learned from this challenge, the greatest lesson was realizing the value of a culture among good people that facilitates the extraordinary," said Massie.

It is for this story that both the Johnson Center and the Blue Chip Business Awards have recognized Mi.

-30-

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.

About the Indiana Entrepreneurial Awards of Distinction

The Indiana Entrepreneurial Awards of Distinction honors entrepreneurial companies for their growth, innovation and willingness to take calculated risks. To be eligible for the Entrepreneurial Growth Award, the company had to have 35 percent increase or higher in revenue for a combined immediate two-year period. To be eligible for the Entrepreneurial Spirit Award, the company had to demonstrate high standards in risk-taking behavior, persevere from "lessons learned" and possess the desire to be the best company with a vision to succeed. For more information regarding the Johnson Center for Entrepreneurship and Innovation or the Indiana Entrepreneurial Awards of Distinction, call 812-855-4248 or go to www.kelley.indiana.edu/jcei.

About the Blue Chip Business Awards

The Blue Chip Business Award Program has been honoring the entrepreneurial spirit of business owners since 1990. Companies' essays are judged in three categories: challenge/opportunity, solution, and performance or success. This year's award recognizes 10 winners, who will be honored at a luncheon on Nov. 14 at the Ritz Charles.