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Marketing Informatics Sponsors Indiana 4-H Scholarship

INDIANAPOLIS – November 8, 2006 - Marketing Informatics recently sponsored the Shooting Sports Education Achievement Scholarship for the Indiana 4-H Foundation. Ashley Tiede of White County accepted the scholarship at the Indiana 4-H Congress Awards Luncheon on Oct. 14.

“A college education is becoming more important each year,” said Jim Haas, president of Marketing Informatics. “We’re honored to help make that achievable for another bright Indiana student.”

Twenty-seven Indiana 4-H participants received \$28,600 in post-secondary scholarships at the luncheon.

The Indiana 4-H Congress recognizes Indiana’s outstanding 4-Hers and celebrates their individual accomplishments and skills. Recipient Tiede is a student at the University of Southern Indiana where she is studying public relations and health care.

Marketing Informatics is a leading market research, direct marketing and full-service mailing company in Indianapolis. For more information on its direct marketing solutions, visit www.marketinginformatics.com.

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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 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.