

## Turn-Key International Direct Marketing Firm w/ Blue-Chip Client Base

**\*\* Recognized Expertise in Alternative Media \*\***

Eastern United States

2007 Revenue \$10.3 MM

20% Gross Margin

### Investment Highlights

- **Innovative Use of Media Principles** -- The Company's expertise is development and implementation of cost effective media and marketing plans, based on customer needs.
- **Proprietary Database** -- The only alternative media Company that has developed a proprietary database integrating vendor information with demographic/historical data enabling the combination of the targeting of direct mail with the frequency and costs of alternative media.
  - ✓ Targeted Customer Contacts
  - ✓ Cost Effective Delivery
- **Alternative Media Expertise** -- The Company has a 10-year history utilizing metro and suburban newspaper inserts, billing statements, ride-a-longs, shared mail, ticket jackets, package inserts and other media vehicles.
- **Turnkey Services** -- Capabilities range from product development, creative and print services to media planning and placement, providing clients with a "one-stop" direct marketing source.
- **Excellent Reputation** -- The Company has a long-standing reputation for quality services backed by a management team with over 50 years of experience in direct marketing.
- **Blue-Chip Client Base** -- Over 85% of business is from clients representing top companies from the banking, credit card and insurance industries.
- **Client Base Expanding** -- Over 30% growth and rapidly expanding client base helps protect the revenue stream from temporary downturns in demand from a particular client.

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For further information regarding **Client #178206**, you are invited to contact:

## Business Summary

The Company is an international direct marketing organization committed to developing and executing cost-effective, profitable direct marketing programs for its clients. It has assembled a staff of professionals with decades of client-side direct marketing experience. Many world-class companies, including major banks, insurance companies and others rely on the Company for its experience and unparalleled commitment to client service.

The Company's unique, proprietary database overlays a database of alternative media with demographic and historic information to give its clients an opportunity to better target their potential customers, both from an efficiency and cost standpoint.

Within the direct marketing arena, the Company is the recognized expert in alternative media, including metro and suburban newspaper inserts, billing statements, ride-alongs, shared mail, ticket jackets, door hanger programs, package inserts, and more.

The Company is committed to maximizing the profitability of its clients' businesses by leveraging its expertise in all facets of direct marketing, including product development, marketing strategy, advertising creative services, media planning, rate negotiation, media placement and printing.

The result is a 10-year reputation for quality service, with a loyal and expanding client base.

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## Why Buy This Company.....

- ★ *Exclusive database enables traditional targeted direct marketing results at alternative media prices. This is a highly effective tool to add to the choices you can offer your clients.*
- ★ *The Company delivers full service and has the critical mass to provide a foothold in the alternative media arena of direct marketing for those companies that have relied on traditional direct mail and are looking to expand.*
- ★ *Excellent relationships with top financial clients can be further developed with additional product offerings.*
- ★ *Favorable margins (20%) and positive cash flow provide immediate bottom line benefits.*