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FOR IMMEDIATE RELEASE
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Madison Direct Marketing Launches New Mover Ride-Along Program

*Q4 test to be delivered via leading phone books within 7 to 10 days of move.
National 12 – 18 million circulation roll-out expected in 2004.*

GREENWICH, CT., July 24, 2003 - Madison Direct Marketing, the leader in life stage marketing solutions, today announced a new program designed to reach new movers within days of move-in.

The program will feature county level selectivity and a high-impact envelope, and will be distributed as a ride-along with leading phone company directories. Madison distributes 70 million multibrand envelopes each year and is launching the program to complement its current New Homeowner program – which is presented by Madison's FamilyAdvantage overbrand and reaches new homeowners two months post-move.

"New movers are one of the most fertile life stage consumer segments available to marketers today, and with the addition of this program we intend to offer unparalleled access to them" says Chris Hulse, Madison's President. "\$50 billion in annual consumer spending is specifically driven by changes of address each year. By landing a week post-move, when new retail shopping patterns are being set, household renovations and decoration is initiated, and pantry-loading takes place, this New Mover program will help drive purchase and loyalty for retail, restaurant, home improvement, and packaged goods marketers."

Clients in these and other categories will be able to test the program in the fourth quarter of this year, when Madison will deploy 85,000 envelopes per month in Texas, Arizona, and Nevada test markets. The fourth quarter test has already attracted clients in the retail, home improvement, and financial services industries.

Current plans call for the program to roll out nationally in early 2004.

"In working with the leading phone companies, we hope to develop a cohesive national program that allows interested advertisers to make one national buy in this high-impact medium," Hulse added. "Our vision is to leverage all of our capabilities to create a world-class program that features consistent envelope creative across the country, full database-driven household targeting, and the high levels of client service and logistical support Madison clients currently enjoy."

For more information, please call Michelle Boccuzzi 203-532-9000 x281 or email mboccuzzi@madisondm.com.

ABOUT MADISON DIRECT MARKETING

Madison Direct Marketing, Ltd., a leader in life stage marketing strategy and execution for nearly 20 years, helps America's top marketers understand and reach consumers at key life stage moments when most brand, product and category decisions are made. Utilizing proprietary databases and methods, Madison's unique direct mail, database, and online solutions enable marketers to reach and maintain targeted relationships with expectant parents, new parents, young families, Hispanic families, teens, and new homeowners. Madison also offers clients state of the art lettershop and list management services. Madison Direct Marketing is headquartered in Greenwich, Connecticut.

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