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**FOR IMMEDIATE RELEASE**  
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**Madison Direct Marketing Codes Premier Young Family Database  
for Household Proximity to Wal-Mart, Target, and K-Mart**

*Reflects clients' marketing priorities & consumers' preference for discount retailers.  
Facilitates cost-efficient, store-specific marketing.*

GREENWICH, CT., August 13, 2003 - Life stage marketing leader Madison Direct Marketing today announced it has collaborated with data partners and conducted extensive research to identify young families that live in Wal-Mart, Target, and K-Mart trading areas. The company's 26 million household Young Family database is used in conjunction with its in-line printing and selective insertion capabilities to deliver retailer- and household-specific offers within Madison's FamilyAdvantage multibrand mail programs.

"Across product categories, our consumer research continues to show mass merchandisers as consumers' favorite stores to shop," says Chris Hulse, Madison's President. "Accordingly, many of our clients are increasingly looking to co-brand promotions with these stores, or drive consumers to specific, local Wal-Mart, Target, or K-Mart outlets."

Recent Madison surveys have illustrated discount department stores' dominance across disparate categories. One survey shows 59% of consumers buy their cameras and photo equipment at these stores, beating the 29% score received by electronics chains like Circuit City and Best Buy. A more recent study on holiday shopping shows 88% of young families intend to buy this year's holiday gifts at stores like Wal-Mart.

Hulse added, "we've even seen mass merchandisers' ratings tie supermarkets' in traditional grocery categories, which is why we're increasingly working with packaged goods and food marketers to help drive sales in this critical channel."

To support these efforts, Madison has delivered retail specific and personalized promotions for major packaged goods manufacturers. The company has also delivered product samples to support pull-through at specified mass merchandisers.

"It's a terrific capability that many of our clients are using and asking for," Hulse says. "We're proud to offer it and look forward to using it to drive sales and profits for our clients."

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