



Madison Direct Marketing, Ltd.
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FOR IMMEDIATE RELEASE
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Former Manager of Operations and Postal Affairs at International Masters Publishers, Inc., Joins Madison Direct Marketing

Bringing 13 Years of Experience in Direct Mail Fulfillment and Postal Affairs to Life Stage Marketing Leader

GREENWICH, CT., March 11, 2004 – In anticipation of the company's rapid growth and continued commitment to being the leader in life stage marketing, Madison Direct Marketing, Ltd., announced today that they have expanded their Production team by naming Brendan Sheehan as Manager of Production.

Brendan was previously Manager of Operations & Postal Affairs for International Masters Publishers, Inc., the worldwide leader in publishing educational card-reference products. He began his career at IMP in 1990 as a Fulfillment Assistant and quickly began a rise through the ranks till he was promoted to this final position.

His duties as Manager of Operations and Postal Affairs included management of the staff that oversaw Vendor Management, Purchasing, Inventory, and Production to ensure on-time mailing of thousands to customer shops weekly. His other responsibilities included overseeing the execution of Direct Mail, Package Insert, Telemarketing, Internet, Direct Response Television and Siebel Customer Relationship Management Campaigns. Brendan also was the Operations Project Lead to re-launch IMP products into the lucrative Canadian Market.

During his time with IMP, Brendan was acknowledged as an expert and authority in postal politics, regulations, rates, and mail design for postal standards. He was personally responsible for the development of a partnership with the USPS as a National Account.

Brendan's Professional Affiliations include active involvement over the years in the following organizations:

Board of Directors, Association for Postal Commerce (Postcom Affair) 2000-2002

USPS Postmaster Generals Mailers Technical Advisory Committee (MTAC) 1998-2002

Postal Affairs Subcommittee of the Direct Marketing Association (DMA) 1998-2002

Executive of Continuity Shippers Association (CSA) 1997-2002

“Brendan has deep experience in lettershop, postal and project management and is a terrific addition to our production and management group as we continue to package over 100MM multi-advertiser packages over the next year, “ says Chris Hulse, president of Madison.

Sheehan, who will be reporting directly to Dom Rubino, Director of the Lettershop, will take over the management of MDM’s Production department.

For more information on employment opportunities at Madison, please contact: Nancy Lee, Manager, Human Resources, Madison Direct Marketing, LTD. 203-532-9000 ext. 241

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, telemarketing, 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 outsourced database and lettershop services, as well as stand-alone lists for clients’ own targeted marketing efforts. Madison Direct Marketing is headquartered in Greenwich, Connecticut.