



Madison Direct Marketing, Ltd.
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FOR IMMEDIATE RELEASE

Madison Direct Marketing Announces Over Ten New Clients to Verizon SuperPages® New Mover Ride Along Program

STAMFORD, CT., November 2004 – Madison Direct Marketing announces the addition of over 10 new national clients into the Verizon SuperPages® Ride Along Advertising Program. Clients include; DirecTV, Guthy Renker, Checks Unlimited, Globe Insurance, Current Inc, Direct Energy, Gevalia Coffee, American Blinds and Wallpaper, USA Today, and Home Decorators.

Advertisers will reach new movers within 7-10 days of their request for telephone service in the Verizon SuperPages® New Mover Advertising program. They will receive a specially branded Verizon envelope delivered by direct mail attached to the new phone directory. The Verizon envelope attracts the new mover with a prominent message to "Open Me First" before they look into their new phone directory. Phone directories are important to new movers as they purchase at a rate of 20 times the average consumer.

Madison Direct Marketing brings 20 years of experience and expertise in multi-advertiser program creation, marketing and management to the Ride-Along Program. Their extensive package assembly processing offers advertisers selectivity by Verizon telephone directory and flexible formatting of advertiser's inserts including product samples and multi-insert presentations.

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