

MADISON

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FOR IMMEDIATE RELEASE

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Madison Launches Family Advantage Affinity Offer with Free Family Life Insurance Program

Stamford, CT., June 6, 2005 - Family Advantage, Madison Direct Marketing's (Stamford, CT) savings brand for America's families, is presenting and sponsoring a pre-paid life insurance policy to over 1 million new parents in its 2005 direct mail advertising programs.

"The pre-paid term life insurance policy gives families 3 months of free coverage, which is enough time for most families to decide if insurance on their youngest child is a financial commitment they want to make," says Chris Hulse, President of Madison Direct Marketing.

"Offering families pre-paid life insurance is a strong direct marketing tactic, and a good example of how direct marketers can partner with Family Advantage to win more consumer response."

The promotion includes a specially created outer envelope congratulating new parents on the birth of their new baby and a letter explaining the importance of creating a life insurance program for their child from Family Advantage.

Family Advantage is not only sponsoring life insurance for families but is building consumer response by sponsoring specially created Family Advantage offers for children's books, baby care packaged goods brands, fitness products, portrait studios, medical savings programs and store loyalty card programs through Family Advantage affinity offers.

Family Advantage creates and mails unique direct response offers that the consumer recognizes as providing exceptional value. This can be accomplished in many ways including free trial, free product, extra product, premiums with purchase, sweepstakes, special clubs, and endorsement.

Madison Direct Marketing packages and distributes over 30 million Family Advantage mailings annually featuring special offers presented by leading brands, retailers, home services and direct response advertisers.

To find out how to co-promote with Family Advantage to millions of young family households contact:

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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 Stamford, Connecticut.