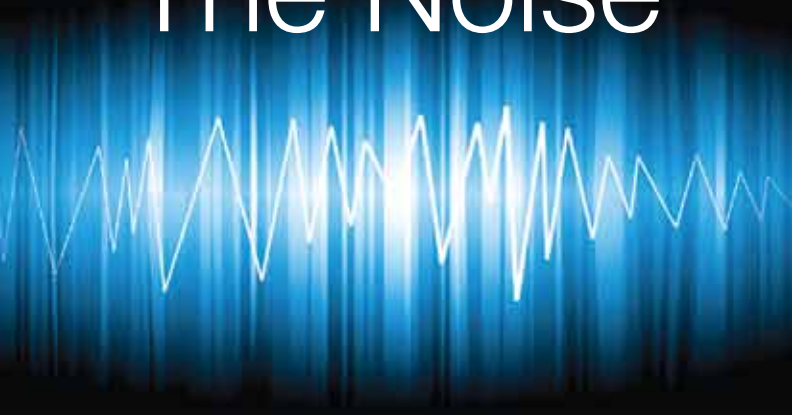
Cut Through The Noise



If you're like us, you've become tired of the buzzword mania that has overrun our industry. You know what we mean… Proposals that are long on copy, but real short on substance. Or presentations that compel you to interrupt halfway through and ask, 'Would you mind just telling us what you do'?

We operate a little differently at Direct Media. We'll explain what we do, how we do it and how we can help you grow your business:

- Lower your cost of acquiring new customers.
- Communicate with your customers via email.
- Generate greater list rental revenue.
- Grow your customer email list.
- Run hassle-free insert media programs.
- Look into expanding internationally.
- Find out what your competitors are doing.
- Produce effective direct mail and email campaigns.

So, next time someone says you need a Multi-Channel and Multi-Source Database Reactivation, Match-Back and Profiling Program, Version 2.0, think of us instead.

We promise, no buzzwords.

For straight talk without all the noise, contact **Larry May** at lmay@directmedia.com, 203-532-2546.

Direct Media, Inc.
Integrated Marketing Solutions

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