



## **Epsilon's 2<sup>nd</sup> Annual Integrated Marketing Symposium Provides an Open Forum for Industry Leaders**

*Marketing Leaders from across the Nation Gathered in Sedona, Ariz. to Explore Today's Top Customer Acquisition and Loyalty Challenges*

**WAKEFIELD, MASS. – June 02, 2005** – Epsilon, a leading relationship marketing company, today announced the success of its second annual Integrated Marketing Symposium in April. Epsilon clients, including top marketing professionals from 27 of the world's most respected brands, gathered for the three-day symposium in Sedona, Ariz. where they were given the opportunity to explore top customer acquisition and loyalty challenges with their peers. Epsilon facilitated presentations by industry leaders, a series of roundtables and several networking events to foster collaborative discussions on the strategies, trends, best practices and real-world implementations of multi-channel relationship marketing.

For example, the panel on customer loyalty was moderated by Eric Schmitt, senior analyst at Forrester Research, and included esteemed marketing experts from Epsilon clients, Pfizer and Hilton Hotels, among others. This provocative panel discussion revealed that marketers believe consumers are less likely now than ever before to be loyal to a product, brand or company. With a spotlight on the decline in consumer loyalty, panelists addressed how marketers need to create and maintain customer relationships.

Mike Iaccarino, president and CEO of Epsilon, said, "By bringing together marketing leaders from some of the world's most respected brands we created a forum to promote open dialogue on today's top marketing challenges. The Symposium provided an opportunity for our clients to network with each other, share their knowledge and exchange ideas."

In addition to the host of marketing activities offered, the Symposium gave Epsilon clients an opportunity to hear Bob Woodward, the world-renowned investigative reporter for The Washington Post, whose reporting on the Watergate scandal and the aftermath of the 9/11 attacks brought The Post two Pulitzer Prizes. Woodward has also authored or co-authored 10 #1 national best-selling nonfiction books. In his presentation, "The Press and the Presidency," Woodward shared fascinating insights on the War on Terror and his one-on-one interviews with President George W. Bush.

### **About Epsilon**

Epsilon is a leading relationship marketing company that helps clients create measurable business results through integrated marketing services. Epsilon is committed to maximizing the value, growth and loyalty of clients' customer and prospect portfolio through core services including data analysis, multi-channel direct communications and database marketing. Epsilon's services enable clients to build enduring customer relationships by identifying marketing opportunities and creating actionable customer insight. Founded in 1969, Epsilon maintains offices in Boston, Dallas, St. Louis and Washington, D.C.

For more information see [www.epsilon.com](http://www.epsilon.com)