

**FOR IMMEDIATE RELEASE**

**Media Contact:**  
Sarah Millerick  
Greenough Communications  
617.275.6516  
[smillerick@greenoughcom.com](mailto:smillerick@greenoughcom.com)

## **Epsilon Appoints Industry Veteran to Vice President and General Manager**

Craig DePole to Head D.C. Fundraising Office

**WAKEFIELD, MASS.– MAY 9, 2005** – Epsilon, a leading relationship marketing company, today announced that Craig DePole has been selected as vice president and general manager. DePole is responsible for managing the D.C. office, as well as playing a leadership role in the company's fundraising division. DePole will also provide strategic counsel and support to a host of Epsilon's non-profit clients, including the Smithsonian Institution and Elizabeth Glaser Pediatric AIDS Foundation, among others.

“Craig's proven expertise, his commitment to the fundraising niche and his notable industry accomplishments made him a perfect fit for Epsilon,” said Tom Gaffny, executive vice president and managing director of Epsilon fundraising marketing services division.

DePole joins Epsilon from Bachurski Associates, Inc., where he spent 11 years and served as a member of the senior management team. As vice president, he managed a number of high-profile non-profit clients, ranging from the American Red Cross to the National Parks Conservation Association and The Nature Conservancy.

With more than 16 years of marketing experience, DePole has been recognized with various industry awards, including seven MAXIs from the Direct Marketing Association of Washington for outstanding marketing achievement. He is an active participant in industry organizations and has served as a speaker for industry events regarding marketing and fundraising campaigns. Prior to his role at Bachurski, DePole held positions at Marketing General, Inc. and the National Multiple Sclerosis Society. DePole holds a Bachelor of Science degree in marketing from Santa Clara University.

According to Mike Iaccarino, Epsilon's president and chief executive officer, “Our non-profit business is of strategic importance to our company, and we're confident that Craig's wealth of knowledge and experience will help us raise the bar on our fundraising efforts and deliver top-notch results for our clients.”

### **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).