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Epsilon Sets a Record-Breaking Pace for Customer Wins in 2003

*Relationship marketing leader capitalizes on a resurgence in new business,
posting best year with 36 new client wins*

Wakefield, MA – January 19, 2004 – Epsilon, a leading relationship marketing company, announced today that it has reached a significant milestone in its business development efforts. In 2003, 36 new client wins plus growth in existing clients fueled a 13 percent rise in Epsilon's commercial account billings.

New and existing clients, including nationally recognized brands such as AstraZeneca, CIGNA Healthcare, and Hilton Hotels Corporation, all chose Epsilon to create or enhance existing marketing programs. The surge was driven by Epsilon's ability to consistently provide clients with the tools to plan, deploy, and optimize multi-channel marketing programs that deliver revenue growth through customer acquisition, cross-sell and loyalty. This success demonstrates that the marketplace increasingly recognizes the value of measurable returns generated by data-driven communication strategies.

Michael Iaccarino, President and CEO of Epsilon, said, "I am extremely proud of our team's singular focus on achieving our clients' marketing objectives. Our new and existing clients recognize the value of improving overall marketing return on investment through superior, actionable customer intelligence – and they realize that we are unique in delivering those types of solutions."

According to Matt Pammer of AstraZeneca, "When looking for an experienced partner to build a platform which would allow us to enhance customer relationships by providing relevant healthcare information and support services for a variety of brands including NEXIUM® and CRESTOR®, we turned to Epsilon. Epsilon provided comprehensive solutions ranging from structured data management services to campaign execution and measurement activities."

He added, “Epsilon built a solution that helps harness our customer data as a marketing resource, and provides a centralized platform and toolset that supports our business objectives.”

In addition to the rapid string of new business wins, Epsilon has also attracted industry honors and awards from the Direct Marketing Association, Adweek, Caples, American Bankers Association Marketing Network, as well as favorable notice by market analysis firm Forrester Research. In Forrester’s recent market profile, Epsilon was cited as a database marketing leader. Epsilon was also singled out as having the deepest integrated portfolio of marketing service offerings. According to the report’s author, Forrester analyst Eric Schmitt, findings were based on Epsilon’s rich, integrated portfolio of marketing services that include data sourcing and processing, analytics, and strategy.

Jim VonDerheide, Vice President CRM Technologies at Hilton Hotels Corporation, said, “During our six-plus-year relationship, the highly skilled team at Epsilon has shown professionalism in developing, maintaining and running some of our most valuable marketing systems. Thanks to their commitment and flexibility, the team has shown agility in juggling a multitude of projects on our behalf, shifting priorities to stay ahead of the latest trends and respond to requested marketing changes.”

About Epsilon

Epsilon, a Relizon company, 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 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. Relizon acquired Epsilon in 2001.

For more about Epsilon, see www.epsilon.com.

About Relizon

Relizon helps customers achieve measurable results through business process improvements in document management, billing, and relationship marketing. Through serving more than 12,000 customers across a wide variety of industries for nearly 20 years, Relizon has created an unbeatable portfolio of "best practices" in each of its solution areas. Customers who source key processes from Relizon are better able to meet their business objectives, whether it's improved cash flow, revenue growth, or bottom-line savings. Applying a unique combination of

deep process knowledge, operational and industry expertise, and attention to detail, Relizon solves business communications problems and delivers measurable results, year after year.

Relizon is headquartered in Dayton, Ohio. Visit us at www.relizon.com.

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