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## **Epsilon Announces Fall Winning Streak**

### ***Epsilon receives ECHO Leader Award, Three Gold Awards and a WebAward***

**WAKEFIELD, Mass. – November 30, 2004** – In a recent string of industry accolades, Epsilon, a leading relationship marketing company, today announced it has been recognized by the Direct Marketing Association, the Direct Marketing Association of Washington, Thomson Media and the Web Marketing Association for a number of outstanding client campaigns.

The Direct Marketing Association honored Epsilon with the prestigious ECHO Leader Award for their customer retention program for Midas International. The program sparked a 10 percent increase in the number of customer visits in six months. Epsilon's Hilton HHonors campaign received a DMA Certificate of Excellence for the "My Way" loyalty program that achieved a 45 percent response rate. Epsilon also won ECHO Awards in 2001 and 2002.

The Direct Marketing Association of Washington recognized Epsilon with top honors in the non-profit arena for campaigns developed for the Zoological Society of San Diego and the National Multiple Sclerosis Society. Epsilon's "Most Colorful Characters" campaign for The Zoological Society of San Diego received a Gold MAXI Award in the Letter/Flat Direct Mail category, and the "Creating Motion by Working Together" campaign for the National Multiple Sclerosis Society also won a Gold MAXI in the Multimedia category.

In the area of financial services, Epsilon helped KeyBank sweep the category for Direct Mail – Single Piece, at the Beacon Awards, winning Gold, Silver and

Bronze. KeyBank and Epsilon have been an award-winning team for nearly 10 years. This was the inaugural year for the Beacon Awards which recognize excellence in financial services advertising and marketing on an annual basis.

The Web Marketing Association awarded Epsilon the Standard of Excellence WebAward for the Principal Bank Student Package web campaign. This award recognizes unique and innovative web sites that set the standard for all corporate web sites to follow.

“Despite their vastly different industries, all of these award-winning projects have one thing in common – uncommon results,” said Mike Iaccarino, President and Chief Executive Officer of Epsilon. “Epsilon’s creative and account teams work tirelessly to achieve valuable results for our clients, and while winning awards is not our goal, it’s always satisfying to see that our projects are considered to be among the best in the industry.

### **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 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 about Epsilon, see [www.epsilon.com](http://www.epsilon.com).

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